

UNIVERZITET U SARAJEVU

FILOZOFSKI FAKULTET

ODSJEK ZA ANGLISTIKU

ZAVRŠNI MAGISTARSKI RAD

ANALIZA FILMA VELIKI GATSBY PREMA MAKSIMAMA UČTIVOSTI GEOFFREYJA
LEECHA

**GEOFFREY LEECH'S POLITENESS MAXIMS OBSERVED ON THE GREAT GATSBY
FILM TRANSCRIPT**

STUDENT: ADA-SEADA NUHANOVIĆ

MENTOR: DOC.DR.SELMA ĐULIMAN

SARAJEVO, 2021. Godine

Contents

1. Introduction.....	2
1.1. Corpus Description	3
1.2. Methodology	3
2. Theoretical Framework	4
2.1. Speech Acts (John Austin).....	4
2.1.1. Speech Acts (John Searle).....	5
2.2. Politeness	6
3. Leech’s Maxims of Politeness	7
3.1. The Tact maxim	8
3.2. Generosity maxim	9
3.3. The Agreement Maxim	11
3.4. The Approbation Maxim.....	12
3.5. The Modesty Maxim.....	14
3.6. The Maxim of Sympathy	16
4. Leech’s response to criticism.....	18
5. Analytical Framework	19
5.1.The Tact Maxim.....	19
5.2.Generosity maxim	21
5.3.The Approbation maxim	22
5.4. The Modesty maxim	28
5.5.The Agreement maxim.....	33
5.6. Sympathy maxim	36
5.7. Two maxims overlapping.....	39
5.7.1. Modesty and Approbation.....	39
5.7.2.Agreement and Approbation	40
5.7.3.Approbation and Sympathy	40
5.7.4. Tact maxim and Generosity maxim	42
6. Conclusion	43
Works cited.....	46

1. Introduction

Many linguists have discussed the phenomenon of politeness. Geoffrey Leech is one of the linguists who thoroughly studied politeness and how it affects human behavior and language. According to Leech “What it means to be polite, I will argue, is to speak or behave in such a way as to (appear to) give benefit or value not to yourself but to the other person(s), especially the person(s) you are conversing with.”(Leech, 2014)

But nowadays being polite can also be seen as insincere. So whether one is seen as polite or impolite in a lot of ways depends more on the person spoken to than on the speaker. What is also important to note is that politeness differs from one culture to another. What is polite in Japan may not be polite in our country and vice versa. For example, talking loudly in public transportation is seen as impolite in the Japanese culture while for us it is a normal, everyday thing. “The Japanese are generally very good about not speaking in a loud irritating voice on mobile phones on trains and buses. From an early age, Japanese people are taught not to disturb or annoy people around them.”¹Being late for work or for some social gathering is usually considered impolite in every culture, but the extent to which it is considered impolite differs very much. On the other hand, if you were late for a meeting in Japan that would be a different story. “The Japanese perceive punctuality and know that being late just even for 1 minute can be a huge matter in Japan.”² In their culture being late is showing no respect at all to the time of others thus meaning you do not respect them. Of course there would not be some harsh consequences but being late is something frowned upon in Japanese culture. Nevertheless, the desire to be treated in a polite and respected is universal. The way in which an utterance can be understood differs firstly on the relationship between the speaker and the hearer and secondly on the situation itself. The reason why I chose to depict the Japanese culture in the previous lines is because I see that culture in a rather sharp contrast as compared to our own culture. However, in the following section I will present the corpus of my diploma paper and methodology.

¹Admin. “Top 10 Etiquette Mistakes in Japan.” *Learn Japanese Pod*, 16 Jan. 2015, learnjapanesepod.com/the-top-10-japanese-etiquette-mistakes/.

²“The Importance of Punctuality in Japan- What to Do When You Are Late for Work: Guidable.” *Guidable Guidable*, 15 Jan. 2021, guidable.co/work/the-importance-of-punctuality-in-japan-what-to-do-when-you-are-late-for-work/.

1.1. Corpus Description

The Great Gatsby is a movie that came out in 2013. Jay Gatsby is played by Leonardo DiCaprio. This movie is based on F. Scott Fitzgerald's 1925 novel of the same name. Nick Carraway (Tobey Maguire) comes to the 1922 New York in a pursuit for the American dream. He moves next to a self-made millionaire Jay Gatsby and close his cousin Daisy (Carey Mulligan) and her philandering husband, Tom (Joel Edgerton). Gatsby was deeply in love with Daisy in his youth. Nick gets dragged into the world of wealth and all the things that come along with it. This is a story about an impossible love, tragedy, the American dream and all the illusions that come with it.³

1.2. Methodology

In this final diploma paper my goal is to investigate Leech's politeness maxims and apply them to the Great Gatsby screenplay. Since I am doing my research on a movie screenplay, I will focus on each of the six maxims separately. In the theoretical part of the paper, I will present each of the six maxims, as well as ways in which one can obey or flout them. After I present all of the maxims I will focus on the criticism Leech received.

I will analyze separately each of the six maxims as they appear in the movie. I will first explain the situation behind the scene then I will provide a transcribed text of the dialogue and afterwards write about how in that particular dialogue a certain maxim is either obeyed or flouted. Since the maxims are sometimes overlapping I will have a separate subtitle for maxims that overlap.

In the conclusion of this paper I will provide the results of the analysis: a) the maxim that is the most frequent one to be obeyed or flouted b) the maxim that is the least frequent to be obeyed or flouted c) the maxim which overlaps the most with other maxims.

For this analysis I will be using an already transcribed text of the movie. All the dialogues are taken from the following website https://transcripts.fandom.com/wiki/The_Great_Gatsby

³"The Great Gatsby." IMDb, IMDb.com, www.imdb.com/title/tt1343092/plotsummary.

2. Theoretical Framework

In this part of my final diploma paper I will present Speech Acts. The Speech Act Theory was introduced by J.L. Austin and developed by J.R. Searle. I will also briefly mention Brown and Levinson as well as explain how the speech acts, positive and negative face are connected to Leech and his maxims.

2.1. Speech Acts (John Austin)

“Austin (1962) defined speech acts as the actions performed in saying something. Speech act theory said that the action performed when an utterance is produced can be analyzed on three different levels.” (Cutting, 2002) That is locutionary act, illocutionary act and perlocutionary act.

Locutionary act is the utterance itself, without any meaning or hidden agenda behind it. Illocutionary act is the meaning of the utterance, the real intent behind it while perlocutionary act is the result of the locutionary act.

These notions were introduced by Austin in the book „Intentions in Communication” we find the example and explanation:

“It is cold here”.

If I were to say this to a friend, the sole act of me saying it is a locutionary act. “Locutionary acts, according to Austin, are acts of speaking, acts involved in the construction of speech, such as uttering certain sounds or making certain marks, using particular words and using them in conformity with the grammatical rules of a particular language and with certain senses and certain references as determined by the rules of the language from which they are drawn.” (Horn, Ward, 2004,2006) It is just an utterance, there is no meaning to it at this point, one is just stating the fact that I feel cold. Illocutionary act represents the meaning behind the utterance, what the speaker wanted to achieve by saying it. “Illocutionary acts, Austin’s central innovation, are acts done in speaking (hence illocutionary), including and especially that sort of act that is the apparent purpose for using a performative sentence” (Horn, Ward, 2004,2006) . In this particular example it can also be an indirect way of asking my friend to turn up the heat which is an illocutionary act since my utterance now has a meaning or an agenda behind it. There is a

possibility I may convince the friend that it is cold so she will turn up the heating and my friend turning up the heat would be the perlocutionary act “which is a consequence or by-product of speaking, whether intended or not.” (Horn, Ward, 2004,2006) The perlocutionary act represents the result of the locutionary act, the goal of the utterance itself. In this example the perlocutionary act would be if someone turned the heat up

2.1.1. Speech Acts (John Searle)

Searle classifies speech acts into five different groups: declarations, representatives, commissives, directives, expressives.

Declarations according to Searle are those utterances that change one’s life or even the world. Some examples of declarations are: “‘I hereby pronounce you man and wife’, which turns two singles into a married couple, and ‘This court sentences you to ten years’ imprisonment’, which puts the person into prison.” (Cutting, 2002)

Representatives are “acts in which the words state what the speaker believes to be the case, such as ‘describing’, ‘claiming’, ‘hypothesising’, ‘insisting’ and ‘predicting’. I came; I saw; I conquered(Julius Caesar)” and “Macbeth shall never vanquished be until / Great Birnam wood to high Dunsinane hill / Shall come against him (Shakespeare: Macbeth)” (Cutting, 2002)

Commissives are acts which obligate the speaker to some future action. These include promises, threats, vows etc. Some examples of commissives are:” “Ready when you are.”, “I’ll make him an offer he can’t refuse” (Mario Puzo, The Godfather)” (Cutting, 2002)

Directives are speech acts whose purpose is to make the hearer do something. This includes “‘commanding’, ‘requesting’, ‘inviting’, ‘forbidding’, ‘suggesting’ and so on. Better remain silent and be thought a fool, than open your mouth and remove all possible doubt. (Ancient Chinese proverb)Do not do unto others as you would they should do unto you. Their tastes may not be the same (Shaw)” (Cutting, 2002)

Expressives are the last category and these are acts “in which the words state what the speaker feels, such as ‘apologising’, ‘praising’, ‘congratulating’, ‘deploring’ and ‘regretting’. A woman without a man is like a fish without a bicycle. (Steinem) I’ve been poor and I’ve been rich - rich is better. (Tucker).” (Cutting, 2002)

2.2. Politeness

According to Leech „What it means to be polite, I will argue, is to speak or behave in such a way as to (appear to) give benefit or value not to yourself but to the other person(s), especially the person(s) you are conversing with.“ (Leech, 2014)

When speaking about politeness it is important to mention face. The term was introduced by Goffman. “Just as the member of any group is expected to have self-respect, so also he [she] is expected to sustain a standard of considerateness” (Goffman, 1955) Face represents the image we want to portray to the world. Face is closely connected to Leech’s maxims, especially the Sympathy maxim. It is expected of one to “go to certain lengths to save the feelings and the face of others present, and he [she] is expected to do this willingly and spontaneously because of emotional identification with the others and with their feelings” (Goffman, 1955). So, by being considerate of one’s face and one’s feeling one is both respecting their face as well obeying the Modesty maxim.

Although the focus of this final diploma paper is not to present Goffman’s theory or Brown and Levinson’s theory of politeness, the notion of face is connected to Leech’s maxims. “.Politeness, in interaction, can be employed to show awareness of another person’s face. In this sense, politeness can be accomplished in situation of social distance. Socially distance represents respect or deference whereas socially close is described in terms of friendliness, camaraderie, or solidarity.” (Brown and Levinson, 1992; Thomas: 1997)

Brown and Levinson theory is based on the assumption that every person has two types of face: positive and negative face.

Negative face: the basic claim to territories, personal preserves, rights to non-distraction—i.e. to freedom of action and freedom from imposition.(Shibatani, Thompson, 1984)

“Negative face: “the want of every ‘competent adult member’ [of a society] that his actions be unimpeded by others.” (Brown and Levinson ,1987)

Positive face: the positive consistent self-image or “personality” (crucially including the desire that this self-image be appreciated and approved of) claimed by interactants—(Brownson and Lawson, 1987). So, basically “Positive face is reflected in the desire to be liked, approved of, respected and appreciated by others and negative face is reflected in the desire not to be impeded, to have the freedom to act as one chooses (Brown and Levinson, 1992; Thomas: 1997)

“Positive face: “the want of every member that his wants be desirable to at least some others.” (Brown and Levinson ,1987)

The notion of politeness is not all black and white. It is understood differently by different people depending on the situation, culture etc. As Leech writes in his book “For instance, the English word polite is not always a commendation” (Leech, 2014), he continues on explaining that politeness has sometimes been seen by readers as a mere way of showing good manners without true intentions behind it. He then gives an example, if we say “She was (just) being polite,” (Leech, 2014) we imply that her polite behavior was superficial, perhaps even insincere.

3. Leech’s Maxims of Politeness

Leech introduces six maxims:

- Tact maxim
- Generosity maxim
- Approbation maxim
- Modesty maxim
- Agreement maxim
- Sympathy maxim

These six maxims can be observed separately, but in many cases they overlap. According to Leech, in order to be polite, one must obey and follow these maxims. Leech introduced these maxims as a response to the Cooperative Principle, introduced by Paul Grice. (Leech, 2014)

3.1. The Tact maxim

The first maxim is the tact maxim which has two criteria:

1. Minimize cost to other
2. Maximize benefit to other

What is also important to note is that the more indirect our statement, request is the more polite we are. So if we use imperative in sentences like “Pick up that toy”, we are being impolite and also there is no benefit to the hearer thus we are not obeying the tact maxim. But imperatives can be used in a polite way and also have some benefit to the hearer like “Have a seat”.⁴ What we want to achieve by using imperatives is to basically limit the chances of the hearer refusing us, and make him/her feel like they are doing us a favor. We can also use indirect and polite questions and the purpose of it is to for the hearer to feel like there is no cost to them and they can only benefit from it which is the goal of the tact maxim.

For example, if we say “Would you like it gift wrapped”⁵ we are offering a service to without the other person feeling imposed upon. Also in questions like:

“Would you mind carrying my bags?”

“Would you mind taking my photograph?”⁶

In each of these questions the action that the hearer is asked to perform is easy and does not have any cost to them. So it basically makes the hearer feels like they are doing the speaker a favor by helping thus benefiting themselves which is what the tact maxim is about.

Another phenomenon that Leech mentions is the pragmatic paradox. This is when both the speaker and hearer are obeying the tact maxim and trying to be polite. Example of this is:

1. a) “Let me carry those cases for you.”

⁵Sinkevičiūtė, Valerija. “A Comparative Analysis of Politeness in First Encounter Conversatio...” Lexis. Journal in English Lexicology, Université Jean Moulin Lyon 3, 6 Sept. 2010, journals.openedition.org/lexis/820.

⁶“Would/Do You Mind ...?” LDOCE, www.ldoceonline.com/dictionary/would-do-you-mind.

b) “No, let ME do it.” (Leech,1983)

In this dialogue we can see that the speaker is offering to be the one to carry the cases and as a result of it be the one who is suffering. The hearer is aware of this and can decline it in a polite way, so this kind of dialogue can continue until one person just gives up and lets the other person be the “polite” one.

Similar situations can be frequently observed in restaurants, when people argue over who gets to pay the bill.

3.2. Generosity maxim

The generosity maxim states:

1.Minimize benefit to self and

2.Maximize cost to self.

The Generosity Maxim is used with directives/ impositives and commissives.

“You must come over and have a dinner with us.” (Leech, 1983)

This sentence implies that the cost is to the speaker while the benefit is to the hearer. This is the basic principle of the Generosity maxim. It is about putting other people first, doing something for someone else even at your own expense. Some other examples of this would be: “You relax and let me do the dishes.”, “You must come and have dinner with us. “You can use my computer, if you want.”, “Please do come for a party at my house tonight”.⁷

We can see that the basic difference between the Tact maxim and the Generosity maxim is in the focus. Tact maxim is focused on others (hearer) while Generosity maxim is focused on self (speaker). According to Leech there is no need to separate „self-centered maxims” and „other-centered maxims“. From the following examples we can see how these two maxims are related:

1)You can lend me your car (impolite)

⁷ShahajiRajaramKarande Mahatma PhuleMahavidyalaya, Pimpri, Pune. The Politeness Principle and Its Maxims, danks84.wordpress.com/2012/07/04/pragmatic-the-analysis-of-polite-language-in-maxims-theories-study-of-leech-maxim-theories/.

2) I can lend you my car

3) You must come and hang out with us

4) We must come and hang out with you (impolite)⁸

The offer (2) and invitation (3) are polite because the benefit is to the hearer and what is even more important the cost is to self. In the sentences (1) and (4) the relationship is reversed thus making the cost to the hearer which makes it impolite. This seems like a Tact Maxim. Tact and Generosity maxims are very similar, but in some cases only Tact maxim is suitable.

a) “You could go to another bank and save more money.”

In this sentence all the benefit is to the hearer while the cost is to the speaker.

There are some examples in which only the Generosity Maxim is suitable. For example:

“Can you give more wine?” This is already polite since it does not force the hearer to give us more wine but it may seem as the hearer has a choice. An even more polite way to say this would be to exclude the hearer from the utterance:

“Can I have more wine?” This way we avoid “cost to hearer” by excluding them from the sentence and thus not making them feel like they are doing something for us, doing us a favor. The most polite way would be to exclude both the speaker and the hearer so the utterance would go like this:

“Is there any wine left?” This way the hearer is under the impression that we do not gain anything and that is the politest way to ask someone for something.

(All of the sentences above were modelled by examples given in (Leech, 1983.)

⁸danks84, and thanks84. “Pragmatic; The Analysis Of Polite Language in Maxim's Theories (Study of Leech Maxim Theories).” Endangmasterpiece, 4 July 2012, danks84.wordpress.com/2012/07/04/pragmatic-the-analysis-of-polite-language-in-maxims-theories-study-of-leech-maxim-theories/.

3.3. The Agreement Maxim

The two criteria for the Agreement maxims are:

1. Maximize agreement
2. Minimize disagreement

“This maxim pays close attention to whether the opinion of the speaker is in accordance with the hearer’s. If it is kept in accordance, the agreement maxim is observed. For example, A: How about going to swim today? B1: I am so tired, can’t you doing something more relaxed? B2: That’ OK, if there is nothing else to do. B3: Great, I like swimming most. In this case, B1 shows his disagreement directly. Although B2 doesn’t show disagreement directly, he still doesn’t agree, either. Only B3 increase the agreement between them, which belongs to politeness” (Hao Yu Chi Ren, 2013)

This example shows that although we disagree with someone there are different ways of expressing it. It is perfectly normal for people to disagree on any subject matter whether it is politics, fashion, food etc. but the key to good communication is knowing how to disagree with someone. The words we choose when disagreeing can impact our relationship in a positive or negative way. For example:

- a) Her fashion style looks amazing
- b) No, I think it looks terrible

This is one the example on how not to disagree. This kind of response is not only direct but also too rude. If we do not like someone’s choice of outfit there are different ways in which we can express that without being rude. The following shows the proper way to respond if we do not want to flout the Agreement maxim thus being rude.

- a) Her fashion style looks amazing
- b) Well, I think it looks interesting

Another way of obeying the Agreement maxim when disagreeing with someone is to use humor or euphemism.

“When we have to disagree with others, we can use euphemism or humorous language to reduce the unpleasant and disagreement. For example, Father said you can get rid of money faster than any man I know. Son answered true, dad, but listen. By getting rid of it quickly I save lots of time and time is money. Although this dialogue is a joke, the son answered it in a humorous way to avoid refuting directly. This is a wise choice.” (Hao Yu Chi Ren, 2013)

We can clearly see from this example that responding with humor to any disagreement makes that disagreement less serious and at same time we avoid answering the question without being rude. Another example is:

- a) How much money do you make?
- b) Not enough⁹

Again B is avoiding answering the question by using humor and obeying the Agreement maxim.

3.4. The Approbation Maxim

The Approbation Maxim has two criteria:

1. Minimize dispraise of other
2. Maximize praise of other

“Avoid saying unpleasant things about others, and more practically, about the hearer.” (Leech, 1983)

We all love compliments, they rise our confidence and make us feel good about ourselves which is the goal of this maxim. When we compliment someone it makes us seem as polite and kind. Examples of this in our everyday lives would be: “Your hair looks awesome”, “You did a really good job”, “I loved the meal you prepared, it was delicious”, “You are really smart”, “ I love how you decorated you house.” etc.

Flouting this maxim would be saying the complete opposite. For example “Your hair is a mess”, “The meal you prepared was not delicious”, “You are stupid”, etc.

⁹<https://bestlifeonline.com/avoid-unwanted-questions/>

When the hearer asks for our opinion about something like their hairstyle, house decoration, meal etc. if we obey the Approbation maxim our response should be polite and complimentary. But, if we dispraise or even criticize them we are flouting the Approbation maxim. An example of this can be seen in the following:

“A: What do you think of my new hair style?”

B1: How could it be so ugly!

B2: Just so so.

B3: It is so beautiful, and this is just the one I like.

From these three judgments, B1 flouts the approbation maxim, because he dispraises A, which will lower the favorable impression to B1. Although B2 does not dispraise directly, he still lacks of approbation. Only B3 does not dispraise A, but praise as possible. This kind of utterance is popular in communication.”

(Hao Yu Chi Ren, 2013)

We see from this example there are different ways to respond to someone’s question and it is up to us whether we will flout or obey the maxim of Approbation. Another way to avoid being unpleasant is to stay silent or to use euphemisms, for example:

a) “Your essay is very long and repetitive”

It would politer to say

b) “I believe you have put a lot of work and effort to this essay”

Using compliments and being mindful of the words we use when criticizing someone is very encouraging to the hearer. Knowing how to not flout the maxim of Approbation can help in many life situations. As the proverb goes “If you don’t have anything nice to say, don’t say anything at all” even by remaining silent in some situations we can obey the maxim of Approbation.

Another example of avoiding being impolite is the following:

a) “Is your daughter good at languages?”

b) “Well, she is good at sports.”

B is avoiding answering the questions in order to be polite to the third person that is her daughter. If you are good at something, when someone asks you about it naturally you will say you are good at it. But if you are not, then you will probably avoid the question and answer the way B did by mentioning something you are good at. The reason this occurs is “the lack of praise indicated dispraise”. (Leech 1983).

The lack of praise suggests that we do not like something, some examples of this are:

- a) “This steak is not cooked enough”– “You should have cooked this steak longer.”
- b) “Your book is not interesting at all”- “Your book is boring.”
- c) “I have been to better restaurants”- “I do not like this restaurant.”

With sentences like this we indicate that there is something better in the value scale and we suggest that things could be better.

Negative and positive face theory can be noticed in the Approbation maxim. When we praise someone we obey their positive face as well as boost their confidence. So, when we say “You look amazing in that red dress”, we are complimenting the way the person looks as well as the new dress they bought. This gives the hearer self-confidence.

Obeying the Approbation maxim is very important in everyday life, whether we are talking to our partners, family, co-workers or even a stranger on the bus. By praising others we make them feel good about themselves.

3.5. The Modesty Maxim

1. Minimize praise of self
2. Maximize dispraise of self

The main difference between Modesty and Approbation maxim is that the Modesty focuses on self while Approbation focuses on other. There are different ways we can dispraise ourselves: “That was so stupid of me”, “I was so naïve”, “I should have done a better job”, etc.

As I already mentioned, Modesty maxim and Approbation maxim are similar in a way but one other main difference is that in the Approbation maxim the focus is on the positive face of the hearer, while with Modesty maxim the focus is on our negative face. We use our negative face in order to dispraise ourselves. “It was so selfish of me to do that”, “I am sorry, I acted like a spoiled brat” etc.

It is interesting when the Modesty maxim and the Approbation maxim appear together in a dialogue. Leech in his Principles of Pragmatics (1983), mentions this pragmatic “paradox”, for example:

1. A: “Wow, your cake is amazingly tasty.”
B: “Thank you, but I think it could have been sweeter.”
A: “Well it is sweet enough, I know you do not want to add too much sugar, but it is still one of the best cakes I have ever tried.”
B: “Thank you, but I still think it is not as good as I wanted it to be.”(Leech, 1983)

This dialogue will continue until A or B flouts one of the maxims. Leech states that different cultures have a different view of the Modesty maxim. In order to not flout the Modesty maxim one should not agree with compliments, but the hearer may say a compliment in return. “Gee, it’s nice of you to say that. Or H may respond with apparent disbelief: Oh, do you really think so? Or H may thank the complimenter: Thank you. It’s nice of you to say so, but. .. (This is a kind of metapragmatic response showing appreciation for the politeness of the other person.) (Leech, 2014)

Another way is to “deflect” the compliment and by doing so you are making sure you accept it and are modest about it at the same time. For example:

- a) “Oh my God, you dress is amazing”
- b) “Oh, it is just I bought on sale” (Leech,2014)

Expression like “I am so beautiful”, “I am a genius”, and “My hair looks amazing today”, “My face looks flawless” etc. are all expressions that flout the Modesty maxim. These expressions

might be true but it seems impolite to praise ourselves. Even accepting a compliment is considered as violating the Modesty maxim. For example:

a) “Her dress is amazing!”

b) “Yes, it is.”

a) “Your dress is amazing”

b) “Yes, it is.”

We can see the difference depending on whether the compliment is addressed to us, or a third party. In the first example the compliment is addressed to a third party and it is acceptable to agree with the statement. In the second example the compliment is addressed to the hearer thus if the hearer agrees with it, he/she is flouting the Modesty maxim.

3.6. The Maxim of Sympathy

The two criteria for the Maxim of Sympathy are:

1. Minimize antipathy
2. Maximize sympathy

The maxim of Sympathy can be mostly found in condolences and good wishes. It concerned with other rather than self.

“This maxim involves the relationship between the speaker and hearer, especially the psychological feeling. For example,

A: I have caught a cold these two days.

B1: I know, you went to swim several days before, so you caught a cold.

B2: How didn't you take good care of yourself?

B3: You'd better have a rest these days.

In these answers, A didn't get the sympathy which he wanted from B1 and B2, only got the blame, which made him feel antipathy. While B3 showed his sympathy and his answer was more polite." (Hao Yu Chi Ren, 2013)

We can see from this example that we flout the maxim of Sympathy if we do not try to be emphatic and relate to the feeling of others or if we criticize them. We obey this maxim if we sympathize with the other person and do our best to try and help them.

The same rule applies when it comes to condolences. "It is obvious that the recurrent theme in such condolence messages is sympathy: the sender is claiming to share the sorrow of the receiver, and there is also comfort, in the sense that the sender wishes to make the receiver feel the bereavement less acutely—to "share" the pain. One way of doing this is to generalize the condolence: to stress that the deceased's life, and H's role in it, have been highly valued, and that the sorrow will be widely shared: He will be greatly missed (in the last letter above) is one rather stereotyped way of conveying this." (Leech, 2014)

Usually when we offer our condolences we try our best to comfort the other person. Whether it is with our words or just listening to them, most of all have it our nature to help people who are going through this difficult period.

"... particularly with respect to congratulations and condolences, it is worth recalling the general truth that politeness is no guarantee of sincerity. There are certain situations where, if H's good fortune or misfortune is known, congratulations or commiserations are to be expected and may be a matter of form rather than of genuine feeling. Births, marriages, and deaths are well known to be such occasions. To take a more extreme example: congratulations from one rival to another who has just beaten him or her in competitive sport are not likely to express unalloyed delight." (Leech,2014)

As mentioned above, expressing sympathy is not always sincere, but that is what being polite sometimes means. Taking care of the feeling of other people, showing respect to them even when we do not truly feel it.

4. Leech's response to criticism

Although Leech's maxims have been both praised and criticized, in this part of my final diploma paper I will focus briefly on the criticism.

“Leech has too many politeness maxims: the Maxim of Tact, Maxim of Generosity, Maxim of Modesty, the Maxim of Approbation, the Maxim of Agreement, and the Maxim of Sympathy. B&L complain: “If we are permitted to invent a maxim for every regularity in language use, not only will we have an infinite number of maxims, but pragmatic theory will be too unconstrained to permit the recognition of any counterexample” (Leech,2014)

Leech later on in his book explains this and introduces us to General Strategy of Politeness, explaining it as follows:

“ In order to be polite, S expresses or implies meanings that associate a favorable value with what pertains to O or associates an unfavorable value with what pertains to S (S = self, speaker).” (Leech,2014)

He continues on by explaining that by using GSP S is trying their best not to offend O, and both parties of the conversation are trying to avoid any dispute that may occur if any of these two would pursue their own selfish goal through language. He continues on by stating that it does sometimes happen that people sometimes use politeness in order to achieve their own agendas, but this is more of psychological issue rather than an issue of language use.

“Also Leech's account is like B&L's in being Gricean and biased toward Western values. Most of its examples are from English, and it gives too much attention to the Tact Maxim, which chiefly concerns the minimizing of the imposition made on others in directives—corresponding to B&L's canonical case of FTAs.)” (Leech, 2014)

Another criticism that not just Leech but also Levinson and Brown were subjected to is that they concentrated more on the norms and behaviors of Western rather than Eastern societies and what falls under the umbrella of politeness of course differs from culture to culture. For example the critic Jim O'Driscoll says that although Leech's maxims do apply to an extent on different cultures they cannot be seen as universal politeness.

5. Analytical Framework

In this part of my thesis, I will present all the dialogues and situations in the movie that either flout or are congruent with Leech's maxims. Some examples will provide ways in which a maxim can be flouted while others will show us how to obey the maxims. Both flouting and obeying a maxim are of equal importance since by flouting a maxim we are shown how the situations can differ from what we expect it to be. Some of the maxims are very obvious and can be caught on first glance, while with some other one would need to look a little bit deeper in order to realize that a certain maxim has been obeyed or flouted.

(Note: All the dialogues are taken from the following website https://transcripts.fandom.com/wiki/The_Great_Gatsby)

5.1. The Tact Maxim

Situation 1: Tom and Nick end up at Myrtle's and Wilson's place. Myrtle is Tom's mistress.

MYRTLE: If it's business, you should be talking... ..to me. Get some chairs... ..why don't you, so somebody can sit down.

WILSON: Uh, sure. Yeah, let's talk business. Sure. I'll get the chairs.

Tom and Nick are in a train, but as the train stops, Tom rushes out and calls Nick to join him. We see they have arrived at Wilson's workshop. They start chatting with him and then Myrtle shows up. She says to Wilson that he should get the chairs in order for them to sit down and "talk business". Wilson is obeying the Tact maxim by offering to go get the chairs. By doing this he is making it seem as if he is doing a favor and now Tom and Nick cannot refuse his offer.

Situation 2: Nick and Gatsby are chatting at the party.

Gatsby: I'm taking my new hydroplane out in the morning. Would you like to go with me?

Nick: What time?

Gatsby: The time that suits you.

Nick: Well, that's very kind of you.

Gatsby invites Nick to try out his new hydroplane. Gatsby is obeying the Tact maxim. The first example is when he asks Nick "Would you like to go with me?" thus giving him a choice to refuse or accept and not making it seem like he is forcing him. Nick can decline him without feeling bad about it. After Nick asks when exactly he was planning this, Gatsby gives him the freedom to choose the time. Here again, Gatsby is obeying the Tact maxim by letting Nick decide the time they try out the hydroplane. Nick is not feeling forced to go with him.

Situation 3: All of them are at Tom's and Daisy's house for a lunch.

Tom: Come on. We will get a great big room at the Plaza. A bucket of ice, a bottle of whiskey and it will be fun. Come on, it was your idea.

Daisy: Fine, have it your own way, Tom. Come on, Jordan.

Tom: (To Gatsby) Will you join us, Mr. Gatsby?

The purpose of this lunch was for Daisy to admit to Tom she does not love him and that she wants to be with Gatsby. But, Daisy gets nervous and backs off by saying that they should all go to town together. Tom rejects this idea but after Tom realizes that there is some chemistry between them, he changes his mind and invites all of them, including Gatsby to town. Here Tom is obeying the Tact maxim because he maximizes the benefit to the hearer (Gatsby) by inviting him to join him in to Plaza.

5.2. Generosity maxim

Situation 1: Daisy's servant is letting her and her guests know that the dinner is ready.

HENRY: Madame, the dinner is serving.

Henry is Daisy's servant and in this example he is letting Daisy know that the dinner is served. Here we can see an example of obeying the Generosity maxim. Henry is obeying it by minimizing benefit to self and maximizing a cost to self. He is talking politely to Daisy thus obeying the Generosity maxim. We can see that there are several factors that influence this. One of them is the social status. Henry is a servant while Daisy is Tom's wife and Tom is the heir of one of the richest families in America. This is one of the reasons why he treats Daisy with respect and politeness.

The other factor is their age. In every society when a younger person is talking to an older person, they should be polite and show respect. So, age plays an important role in politeness. "Madame" is used here by Henry when he refers to Daisy. "Madame"¹⁰ is a French title, according to Oxford Advanced Learner's Dictionary, that is given to an older woman, particularly a woman who is married or a widow. Going back to showing respect when speaking to someone who is older than you, by Henry using the term "Madame" we can see that he is speaking to an older woman.

Situation 2: Tom, Nick, Daisy and Gatsby are all at Gatsby's house for one of his parties. Gatsby asks Daisy for a dance.

Gatsby: Mr. Buchanan, would you mind, terribly?

¹⁰ "Madam." *Madam Noun - Definition, Pictures, Pronunciation and Usage Notes | Oxford Advanced Learner's Dictionary at OxfordLearnersDictionaries.com*, www.oxfordlearnersdictionaries.com/definition/english/madam.

Tom: Of course not; I think I can keep myself amused.

Gatsby asks Tom if he would mind if he took Daisy to the dance floor. Of course Tom is not very happy with this idea, but he agrees with it thus obeying the Generosity maxim. He is maximizing the cost to himself by letting Gatsby take Daisy dancing.

Situation 3: Gatsby accidentally runs over Myrtle and kills her. Tom and Nick pass by Wilson's shop, see the police and stop to see what is going on.

Wilson: Who owns the yella' car...?

Tom: Fella named Gatsby; he's a crook, George. Gives those parties the papers are always talking about...

Wilson: Maybe he was the one foolin' with Myrtle; maybe that's why he killed her...?

Tom: Yeah. Maybe. Guy like that, who knows...

Tom was the one who was having an affair with Myrtle, but of course he cannot admit this to Wilson. When Wilson asks Tom if Gatsby could be the one Myrtle was with, Tom responds by saying "Yeah. Maybe. Guy like that, who knows". Tom is not denying this thus flouting the Generosity maxim because he is maximizing benefit to self. It goes in his favor for Wilson to think that Gatsby was the one guilty of the affair and not Tom.

5.3. The Approbation maxim

Situation 1: This is the beginning of the movie when Nick introduces us to the movie.

Nick: In my younger and more vulnerable years... ..my father gave me some advice. “Always try to see the best in people,” he would say.

This is the first scene of the movie. We see that Nick is in a sanitarium talking to his doctor. Nick is talking in retrospect. He talks about how times were different back then, how they were all drinking too much. He also talks about Gatsby and the admiration he has for him.

The sentence “Always try to see the best in people,” is an example of obeying Approbation maxim because maximizing praise of others is closely related to seeing the best in people. When you want to praise someone you try your best to look at the virtues that person has and praise those virtues. In my opinion, this is not a very obvious example of obeying this maxim but if you scratch the surface and think a about it, it is a clear example of it.

Situation 2: Nick is talking to the doctor about Gatsby.

Nick: He was... ..the single most hopeful person I’ve ever met. And am ever likely to meet again. There was something... ..about him, a sensitivity. He was like... He was like one of those machines that register earthquakes 10,000 miles away.

We can clearly see that Nick shows a lot of respect and admiration towards Gatsby. He describes him as “the single most hopeful person” he has ever met. Nick says that there is some sort of sensitivity in him. I believe that it is hard for Nick to find the right words to describe Gatsby so he uses these vogue terms, since he admired him so much but at the same time knew little about him. Nick is obeying the Approbation maxim, he praises Gatsby and says he is “like one of those machines that register earthquakes 10,000 miles away.” What he is trying to say by comparing him to these machines is that Gatsby like a machine has a goal and a purpose of working. “Scott

Fitzgerald wrote of Gatsby, “that if personality is an unbroken series of successful gestures, then there was something gorgeous about him...”¹¹

Situation 3: Daisy, Tom and Nick are at the house.

Tom: Civilization’s going to pieces! Have you read “The Rise of the Colored Empires” by this fellow Goddard?

Nick: Why no...

Tom: Everyone ought to read it. The idea is that its up to us, the dominant race, to watch out, or these other races... Will have control of things.

Daisy: Tom’s very profound lately. He reads deep books with long words in them.

In this scene Tom is being racist. He is talking about how they (Caucasian people) are the dominant race and they should control and dominate other races. While saying this he is gently touching the tie of his African-American servant. Although at first it may not seem so, Daisy is violating the Approbation maxim because she is in fact being sarcastic and making it seem like Tom is dumb since she says he is reading “books with long words in them.” You can see that she is uncomfortable with the way Tom is talking but by answering him in this way she is indirectly dispraising him thus flouting the Approbation maxim.

Situation 4: They are at the party and Nick and Cathrine are talking.

Cathrine: Neither of them can stand the person they’re married to.

Nick: Doesn’t she like Wilson either?

¹¹<https://jeffs2009.podbean.com/e/an-unbroken-series-of-successful-gestures/>

MYRTLE: He's a greasy... ..little scumbag.

The party starts and they are all enjoying their time. Cathrine and Nick are talking about Tom and Myrtle. Cathrine says that neither Tom nor Myrtle have love in their marriages. That is the reason for their affair. Myrtle jumps in with a comment that Wilson is a "greasy... ..little scumbag" thus flouting the Approbation maxim. She is dispraising him first by describing him as greasy and then follows that with a comment that he is also a scumbag.

Situation 5: Nick is at a party at Gatsby's house.

MAN: I'm afraid I haven't been a very good host... ..old sport. You see... ..I'm Gatsby

NICK: You're... His smile was one of those... ..rare smiles that you may come across... ..four or five times in life. It seemed to understand you and believe in you just as you would like to be understood... ..and believed in.

Nick is for the first time at Gatsby's party. He got an invitation for it a few days earlier. All the luxury and the glamour of one of his parties are seen in this scene. People are dancing, drinking, and having fun. Nick starts chatting about Gatsby to a guy he meets at the party saying how he is the only one who got an invitation and sharing all the rumors he has heard about him. The guy turns to him, smiles and says he is Gatsby. Nick is shocked. He starts describing his smile as a smile that "seemed to understand you and believe in you just as you would like to be understood... ..and believed in". Nick is obeying Approbation maxim. He praises Gatsby and his description of Gatsby's smile and this represents the beginning of all the admiration and respect Nick felt for Gatsby.

Situation 6: Gatsby invites Nick and Daisy to his house. In this scene they are in front of his house.

Daisy: Oh, Jay...!? Its so grand!

Gatsby: Do you like it?

Daisy: I love it...! But how do you live here all alone?

Gatsby: I don't. I keep it always full of interesting, celebrated people...

As they enter the front yard of the house Daisy is amazed by the beauty of the house, she says this to Gatsby and by doing this she is obeying the Approbation maxim. As she admires the house, she praises Gatsby. Since this is a very big house she asks Gatsby how can he live there all alone, Gatsby responds by saying he invites a lot of interesting people. In this scene Gatsby is obeying the Approbation maxim by complimenting the people he invites to his house saying they are interesting and celebrated people.

Situation 7: Tom and Daisy arrive at Gatsby's house for one of his parties.

Tom: A lot of these newly rich people are just filthy bootleggers.

Daisy: Not Gatsby. He's a businessman.

Tom: Hah! A businessman.

Daisy: He owned a lot of drug stores.

Tom meets Gatsby for the first time and he seems jealous of all the luxuries Gatsby owns. Tom says that “newly rich people are just filthy bootleggers” alluding that Gatsby is one of them. According to Cambridge dictionary a bootlegger is “someone who makes, copies, or sells something illegally”¹² Bootleggers are people who made their money illegally. In this scene Tom is flouting the Approbation maxim by dispraising Gatsby and saying he made his money illegally even though he does not know that. Daisy stands in Gatsby’s defense by saying he is a businessman thus obeying the Approbation maxim.

Situation 8: They are at the Plaza, Tom does not believe Gatsby is who he says he is.

Tom: Sure; the man in the pink suit went to Oxford!

Gatsby:I told you I went there.

Tom:I heard you, but I'd like to know when.

Gatsby: You’d like to know when....? It was in nineteen-nineteen, I only stayed five months. That’s why I can’t exactly call myself an Oxford man. You see, it was an opportunity they gave to some of the officers who actually fought in the war.

Tom is trying to shame Gatsby by questioning whether he actually went to Oxford as he claims he did. Tom is flouting the Approbation maxim by even making fun of the stuff Gatsby wears as well as the fact he does not believe someone like Gatsby could have ever gone to Oxford. Gatsby confesses and says that he actually went to Oxford for only five months saying that it was “an opportunity they gave to some of the officers who actually fought in the war” alluding to the fact that Tom did not fight in the war.

¹²“Bootlegger.” *Cambridge Dictionary*, dictionary.cambridge.org/dictionary/english/bootlegger.

Situation 9: Nick is calling Daisy in order to invite her to Gatsby's funeral. One of their servants says that they went away and does not know when they will be back.

Nick: They were careless people, Tom and Daisy. They smashed up things and people and then retreated back into their money and their vast carelessness...

Nick is very disappointed with Daisy, especially knowing the history she had with Gatsby. Nick is flouting the Approbation maxim by talking in such a manner about Tom and Daisy. Nick is the only one who appeared at Gatsby's funeral.

5.4. The Modesty maxim

Situation 1: Tom is going around showing Nick all of his trophies.

Tom: First team, all-American. You see? Made me who I am today. Forest Hills. Played the Prince of Wales. What a sissy. Life is... ..something you dominate. If you're any good.

Here we can notice the flouting of the Modesty maxim. Tom praises himself by talking about his successful career as an athlete. Tom is bragging about his success by showing Nick all his trophies. Tom is very self-centered and full of himself, also in my opinion he represents a typical example of someone who would flout the Modesty maxim. Nick does not respond to any of this with anything more than a smile.

Situation 2: Tom and Nick are talking about his new house.

TOM : So, Nick, Daisy tells me that you're over in West Egg. throwing your lot in with those social-climbing primitive new money types.

NICK : My little shack's just a cardboard box at 80 per month.

We can clearly see that Nick obeys the Modesty maxim. Tom asks him about his house and Nick responds by maximizing dispraise of self. He refers to his house as a cardboard box thus making the audience believe he lives in a very modest way. Besides that he refers to his house as a "shack" which, according to the Cambridge dictionary, is "a very simple and small building made from pieces of wood, metal, or other materials".¹³

One of reasons why Nick answers in a polite way might be because of Tom's social status. Tom is from one of the wealthiest families and Nick is being modest and maybe feels the need to respect him because of that.

Situation 3: They are all sitting at the dinner table and chit-chatting.

Daisy: I heard a rumor that you were getting married... ..to a girl out West.

NICK: It's a libel. I'm too poor.

As they are were gossiping Daisy asks Nick about the rumor that he is getting married to a girl in the West. Nick responds by saying he is too poor. By doing so he is obeying the Modesty maxim. He is dispraising himself. Since he is at Wall street one would assume he has wealth but

¹³"Shack." *Cambridge Dictionary*, dictionary.cambridge.org/dictionary/english/shack.

based on his character, his house you can see that he is more middle-class than rich. But, in my opinion, the character of Nick gives the story a little bit of freshness. In this world of wealth, money, social status Nick in a way seems to balance all the mess that happens. We also see in the end that Nick was Gatsby's only friend. He stayed loyal to him until the very end. There are many instances where we can see that Nick can be very modest, this dialogue and his response to Daisy's question is just one of many examples.

Situation 4: Nick is talking to the doctor about one of the first times he saw Gatsby.

Nick: I don't wanna talk about this, doctor.

Doctor: Then write about it.

Nick: Write about it?

Doctor: Yes.

Nick: Why would I do that?

Doctor: You said yourself writing... ...brought you solace.

Nick: Yeah, well, it didn't bring anyone else much solace. I wasn't any good.

Nick says he does not want to talk about the story anymore, so the doctor suggests he should write about it. Nick was a writer so he knew he was better at writing the story and expressing his feeling on paper rather than by retelling to the doctor. In this dialogue Nick is obeying the modesty maxim by saying he was not good at writing, he is dispraising himself. This is one of the most important scenes in the movies since what he starts to write is actually the story of Great Gatsby. We find this out at the end of the movie. The reason why Nick is the one writing the story about Gatsby is because, first of all Gatsby is a very complex character. It would also be very difficult for Gatsby to stay objective if he was the one telling the story.

Situation 5: Gatsby arrives at Nick's house with new car.

Gatsby: It's pretty, isn't it, old sport? Haven't you ever seen it before? It's all a custom job.

Nick and Gatsby have been hanging out for a while. Nick attended a few of his parties. They became friends. Gatsby arrives with a new car to Nick house. Gatsby starts bragging about the car saying how it is pretty. Gatsby is flouting the Modesty maxim. He is praising his car to Nick by saying it is a custom job and a supercharged engine.

Situation 6: Nick and Gatsby are driving in Gatsby car. Gatsby tells Nick his life story.

Gatsby: I will tell you God's truth. God's truth about myself. I am the son of very wealthy people from the Middle West. Sadly, all of them are dead. I was brought up in America... ..but educated at Oxford... ..because all my ancestors... ..have been educated there for years. It's a family tradition.

NICK: The way he spoke. No wonder people thought he was lying.

Gatsby: After my family died, I ran into a great deal of money. After that, I lived like a prince... ..in all the capitals of Europe.

NICK: Oh, Europe.

GATBSY: Yes, Europe. Paris, Venice... ..Rome, Vienna... ..Zurich, Helsinki... ..Moscow, Istanbul... ..collecting jewels... ..chiefly rubies... ..hunting big game... ..painting a little, things for myself only.....Saw were piles of dead. One hundred and thirty men with only 16 Lewis guns. Every Allied government gave me a medal. Even Montenegro.

Gatsby starts telling Nick his life story. He tells him that he came from a wealthy family, that all of his family is dead now, saying he went to Oxford because it was a family tradition. Gatsby is talking about all of the cities he lived in and that he lived as a prince. He mentions the war and how he single-handedly killed 130 men. He continues by talking about the medals he won, saying even Montenegro gave him a medal. Gatsby is flouting the Modesty maxim. This whole speech is flouting of the Modesty maxim. He brags about his wealth, his travel, his family, being a soldier. Nick is even at one point surprised at his story, thinking that it is no wonder people think he is not telling the truth. Once you find out what his true life story is, you feel, in a way, sorry for him. He probably wanted to be all those things he was so desperate to prove to other people. His life was a completely different story than the one he tells Nick about.

Situation 7: Gatsby is talking to Nick about his house as Daisy walks around the yard and admires the house's beauty.

Gatsby: My house looks well doesn't it? See how the whole front catches the light like that?

Gatsby is talking to Nick after the three of them arrive at Gatsby's house. Gatsby looks at his house and starts talking about how beautiful it is. Gatsby is flouting the Modesty maxim by praising himself, that is, his house.

Situation 8: Gatsby is showing Daisy and Nick all of the things he owns. Later on in this scene, they are on Gatsby's boat.

Gatsby: You must understand, I like all things that are modern.

Gatsby: Its a remarkable little camera- latest design.

Daisy: You do know, I'm a champion golfer, don't you? Here, I'll show you how it's done.

It is known that Gatsby is a wealthy man but in order to impress Daisy he starts bragging about all the innovative things he has. In this scene he shows Daisy a orange juice maker and mentions he likes all things that are modern. He also mentions the camera he bought which is in his own words “latest design”. Gatsby is here flouting the Modesty maxim since he praises himself talking about all of the things he owns while showing Nick and Daisy his big house, fancy boat... As the three of them are on the boat (Gatsby, Daisy and Nick) Daisy mentions that she is a champion golfer, she is flouting the Modesty maxim by praising herself. Both Gatsby and Daisy are trying to portray themselves in the best possible light thus flouting the Modesty maxim.

5.5.The Agreement maxim

Situation 1: Nick comes over to Daisy’s and Tom’s house. He first runs unto Tom. They greet each other.

Tom: Let’s say after dinner, you and I, we go into town.

Nick: I can’t.

Tom: Catch up with the old wolf pack.

Nick: Big day on the job tomorrow.

Tom: Nonsense! We’re going.

In this scene, Tom is inviting Nick for dinner in town. He declines his offer two times. First by saying “I can’t” and the next time after Tom insists Nick says he has a “big day on the job tomorrow.” This is an example of flouting of the Agreement maxim-maximize agreement and minimize disagreement. If Nick said that he is glad to go out with Tom then he would obey the Agreement maxim.

Situation 2: Nick enters a room in which he is encountered by Daisy.

Nick They're absolutely in mourning. They're crying. Yes.

DAISY: No. I don't believe you.

NICK: Wailing.

DAISY: I don't believe you.

Nick: They're screaming. "Daisy Buchanan... ..we can't live... ..without you!"

In this scene Daisy asks Nick whether they missed her back in Chicago. Nick says that they did and describes their longings. She pretends that she does not believe him. In this example Daisy is flouting the Agreement maxim by saying to Nick that she does not believe him two times. Even though it might be in a joking manner the fact that she repeats two times shows she is disagreeing with Nick.

Situation 3: All of them are at the apartment and Nick wants to leave.

Nick: I'm going. I've gotta get out of here.

Tom: Nonsense! Go on in there and talk to Catherine.

Nick: I'm not comfortable here. Daisy's my cousin.

Myrtle, Cathrine, Nick and Tom are at the apartment and other people start to arrive. They are planning to have a party. Drink alcohol, take drugs and Nick feels uncomfortable there. One of the reasons why, in his own words, is because he is not much of a drinker. Actually, this party is

the second time he got drunk. The other reason is that he realized that Tom is cheating on Daisy and he does not want to be any part of that. He wants to leave but Tom insists that he stays and has fun. When Nick tries to decline this offer he is flouting the Agreement maxim by disagreeing so directly and not wanting to stay and hang out with Catherine.

Situation 4: After Nick tries to get out of the apartment, everybody convinces him to stay anyways.

Tom: Listen, I know you like to watch. I remember that from college. No, no, no, I don't make any judgment. We have all summer. Now, do you wanna sit on the sideline and watch, or do you wanna play ball?

Everyone at the party: Play ball.

Cathrine: Ain't we good enough for you?

MYRTLE: Come on! Come on! Come on.

Tom: He's gonna sit on the side and watch, huh? Or is he gonna play ball?

Cathrine: Take off your hat and stay a while.

In this scene Nick is obeying the Agreement maxim. He wants to leave but after everyone in a pressure him to stay, he eventually stays.

Situation 5: Nick invites Daisy to his house because Gatsby asked him to. This scene is the first time Gatsby and Daisy see each other after a long time.

Daisy: I'm certainly glad to see you again.

Gatsby: I'm... certainly glad to see you as well.

Gatsby is obeying the Agreement maxim. Daisy is very surprised to see Gatsby but they both look in a way enchanted by each other.

5.6. Sympathy maxim

Situation 1: After the party Nick and Gatsby are talking beside the pool about the party and Daisy. Nick says that Daisy loved the party, but Gatsby disagrees with him.

Gatsby: No, she didn't like it. She did not have a good time. I feel so far away from her now. It's hard to make her understand.

Nick: You mean about the party?

Gatsby: The party!?! I couldn't care less about the parties! You see... She has to tell Tom that she never loved him.

Nick: What?...

Gatsby: Yes. Then we can go back to Louisville, to her parents' house - her parents are lovely people old sport - we'll be married there... You see, Daisy and I are going to and start over, just as if it were five years ago.

Nick: I wouldn't ask too much of her...

Gatsby: Ask too much? I beg your pardon old sport. It's just..It's so sad because it's so hard to make her understand, and—

Nick: Jay... You can't repeat the past.

Gatsby: Why of course you can. Of course you can. You'll see. I am going to fix things just the way there were before. Everything's been so... so confused since then...

Gatsby is happy to be reunited with Daisy but he is asking too much of her. He just showed up and expects her to leave her husband immediately and leave all of her life behind. He does not express any sympathy towards Daisy and all of the sacrifice she would have to do in order to live with Gatsby in his house. Daisy previously mentions to Gatsby that she would run away with him, but Gatsby wishes to live with her in his house. Nick sees that Gatsby is hurting, but tries to convince him that he should not expect too much from Daisy. Nick is not expressing sympathy towards Gatsby thus flouting the Sympathy maxim.

Situation 2: They are all at the Plaza, Tom is aware that something is going on between Gatsby and Daisy.

Daisy: Open another window.

Nick: There aren't any more.

Daisy: Then telephone for an axe...

Tom: Forget about the heat. You make it worse by crabbing about it.

Gatsby: Why not let her alone, old sport?

There is a lot of tension between Gatsby and Tom since Tom assumes that the two of them are having an affair. Daisy complains about the heat and asks Nick to open another window. Tom seems annoyed by Daisy's complains and does not show any sympathy thus flouting the Sympathy maxim. On the other hand, Gatsby stands on Daisy's side and shows sympathy thus obeying the Sympathy maxim.

Situation 3: Tom is aware of the affair Gatsby and Daisy had all summer. Gatsby and Tom start fighting over Daisy.

Daisy: You want too much! I love you now; isn't that enough? I can't help what's past. I did love him once; but I loved you too.

Gatsby: You loved me too?

Gatsby had this illusion that although Daisy married Tom, she never loved him, that she just married him for his money. Now, that he learns she actually did love Tom, he is shocked and cannot believe it. Daisy is in a very difficult situation, especially now that Gatsby expects everything to be the way it was five years ago. Gatsby is flouting the Sympathy maxim here since he does not understand or show sympathy for all of the things Daisy has gone through while he was away.

Situation 4: Tom is comforting Daisy after she tells him she was the one who ran over Myrtle.

Tom: Listen, she was in the wrong, running out on the road. Sweetheart, you have nothing to worry about. Let me take care of things. Take care of you. I'll make some calls. We'll go away. Don't worry. It will be alright.

Tom offers to help Daisy after he finds out that that she was the one who ran over Myrtle. He expresses sympathy and promises her he will do his best to help her. Tom is obeying the Sympathy maxim.

5.7. Two maxims overlapping

5.7.1. Modesty and Approbation

Situation 1: Nick is explaining the doctor and the audience how New York looked and felt in the 1920s

Nick: Wall Street was luring the young and ambitious. And I was one of them.

In this example we can clearly see that Nick is flouting the Modesty maxim. He describes himself as “young and ambitious”. In this way he is praising himself. Being ambitious is a virtue and by calling yourself ambitious you are praising yourself and thus flouting the Modesty maxim. At the same time he is obeying the Approbation maxim by saying “Wall Street was luring the young and ambitious” meaning that there were a lot of ambitious people in New York at that time. He is praising others.

Situation 2: Tom got a phone call he went to the other room to answer it. Daisy went after him since she knows that Tom’s mistress is on the phone. They return back to the table.

Daisy: You remind me of a rose. An absolute rose... ..doesn’t he?...

Nick: Well, I’m not even faintly like a rose.

This is one of the examples where we have two maxims in one dialogue. We have Modesty maxim and Approbation maxim. When Daisy complements Nick saying he is like a rose and she loves having him at the table she is obeying the Approbation maxim by praising Nick. Nick is obeying the Modesty maxim by saying he does not look like a rose.

5.7.2. Agreement and Approbation

Situation 1: Tom, Myrtle and are at the workshop. Tom and Myrtle are making plans to the apartment.

Tom: No? Call your sister. She'll like him.

Nick: No, no, no. That'all right, thank you.

Myrtle: Catherine's said to be very good-looking by people who know.

Nick: Oh, really, I can't.

In this scene we can notice two maxims. Agreement and Approbation maxim. I will first talk about the flouting of the Agreement maxim. Tom wants Nick to be introduced to Myrtle's sister. Nick declines this offer and tries to be polite and thanks Myrtle. She insists by saying her sister is good-looking. Again he declines and by doing so he is flouting the Agreement maxim by so directly disagreeing with Myrtle. Since Myrtle says her sister is good-looking she is obeying the Approbation maxim by praising her.

5.7.3. Approbation and Sympathy

Situation 1: Gatsby takes Nick to lunch in this underground club.

WOLFSHIEM: What a gentleman. From one of the finest families in the Midwest. Sadly, all dead now. When I first made the pleasure of... ..Mr. Gatsby's acquaintance just after the war...

...I knew I'd discovered a man of fine breeding. A war hero. Such medals. And... And... ...an Oxford man.

Nick, Gatsby and Wolfsheimer are sitting at the table at this underground club. Gatsby excuses himself, saying he has to make a call. Once he leaves, Wolfsheimer says that he is a gentleman and from a very good family. He is obeying the Approbation maxim by praising Gatsby. One can clearly see he has a certain kind of admiration towards Gatsby by the way he talks about him, mentioning his medals, him going to Oxford. Wolfsheimer is obeying the Approbation maxim by speaking so highly of Gatsby. Wolfsheimer also mentions Gatsby's parents and says "Sadly, all dead now". He expresses sympathy towards Gatsby because he lost his parents and he now lives alone. Gatsby and him are very close and he feels the need to express sympathy towards Gatsby.

Situation 2:

Gatsby: We've met before...

Gatsby breaks a clock accidentally.

Gatsby: Ah... sorry...

Nick: It's an old... clock.

Daisy: Lovely though. A lovely... clock.

Since this is the first time Gatsby and Daisy meet after a long time, they both seem very nervous and do not know how to communicate with each other. Nick does not know the whole story but he is aware of the tension between them. Gatsby tries to break the ice by mentioning that him and Daisy have met before but as he is nervous he accidentally breaks Nick's clock. He apologizes for breaking the clock thus obeying the Sympathy maxim. He feels bad for breaking it and expresses sympathy towards Nick. Daisy comments that the clock is lovely, she does this more to make Gatsby less embarrassed than actually caring about whether the broken clock is lovely or

not. With this comment about the clock Daisy is obeying the Approbation maxim since she mentions it is a lovely clock.

5.7.4. Tact maxim and Generosity maxim

Situation 1: Nick and Gatsby are talking over the phone.

Gatsby: Nick... Daisy's ready. She's ready. But there's just one thing. She's requested that you and Miss Baker be there, at lunch tomorrow, at her house... Will you come, old sport? Daisy needs you. I... We need you. Will you come old sport?

Gatsby and Daisy have been seeing each other for a while behind Tom's back. Gatsby believes Daisy is ready to tell Tom that she does not want to be with him. Gatsby invites Nick to a lunch with Daisy and Tom. According to Gatsby, both him and Daisy want Nick to be at this lunch. Nick agrees to come. In this case Nick is putting himself in an embarrassing situation but wants to be there for Daisy and Gatsby. Nick is obeying the Tact maxim since he is maximizing the benefit to Daisy and Gatsby. On the other hand Gatsby is flouting the Generosity maxim by asking Nick to do this. He is inviting Nick for his own selfish reasons thus maximizing benefit to himself.

Situation 2: Nick is waiting for a taxi in front of Tom's house when he sees Gatsby hiding in the bushes.

Nick: It was Daisy?

Gatsby: You see, after we left New York, she was very nervous. She thought driving would steady her. But this woman, she just rushed out at us. It all happened so quickly. It wasn't her fault...It was my fault. I should have taken the wheel... No one must know. Promise me. No one. Promise me.

Nick confronts Gatsby about the accident, Gatsby first slips and mentions that Daisy was driving, but later on tells Nick the whole story. Gatsby makes Nick promise not to tell anyone about what happened. He wants to protect Daisy, in doing so he is obeying the Tact maxim. But at the same time Gatsby is the one who is taking the blame for Myrtle's death and he does so willingly thus also obeying the Generosity maxim by maximizing the cost to himself.

6. Conclusion

In this final diploma paper I have presented all of Leech's maxims and performed an analysis of these maxims in the movie *The Great Gatsby*. Prior to this analysis I have presented and discussed all of the notions that are connected to Leech's theory of Politeness like Brown and Levinson's face, Searl's and Austin's speech acts. All six of Leech's maxims were presented separately prior to the analysis of the movie.

I have analyzed 39 different scenes in the movie. I used a transcribed text of the movie and analyzed whether a certain maxim is flouted or obeyed in that scene. Firstly, I explained the situation behind the scene, then put a transcribed text of the scene and lastly I analyzed it. Each of the six maxims was under a separate subtitle depending on which maxim was flouted or obeyed in a certain transcribed text. First, I would like to address which of the six maxims was the most frequent one to be either flouted or obeyed. Among these 39 scenes the Approbation maxim appeared 14 times, it was obeyed 10 times and flouted 4 times. Approbation maxim was the most frequent maxim in the movie. Modesty maxim was the second most frequent. In 39 scenes it appeared 10 times, it was obeyed 4 times and flouted 6 times. Based on the characters of the movie and their backgrounds it can be expected that Modesty maxim is the one that is flouted the most. The movie revolves around money, parties and fame and at certain moments the competition between Tom and Gatsby on who has more, money, luxury etc.

Scenes 39	Approbation maxim	Modesty maxim
Obeded	10	4
Flouted	4	6

I would also mention which character actually obeyed these maxims the most. Nick, Daisy's cousin was the character that obeyed the Modesty maxim in all three scenes. Nick was also one of the characters who obeyed the Approbation maxim the most. Even the title of the movie represents obeying the Approbation maxim since Nick is the one who actually adds Great to the name Gatsby at the end of the movie. This can be expected since Nick, as I mentioned, represents some kind of freshness in a movie in which the characters seem to be materialistic. Nick represents the humble, modest, simple human being trying to fit in to this world of deceit, fraud, cheating etc.

I would also mention the character that flouted the Approbation and Modesty maxim the most. Tom and Gatsby flouted the Modesty maxim the most. I mentioned previously that Tom does seem like a person who would flout the Modesty maxim, he is rich, self-centered. On the other hand, Gatsby also flouts the Modesty maxim but it is mostly in scenes where he tries to impress someone, especially Daisy.

Secondly, I would like to address the maxim that was the least frequent one to be either flouted or obeyed. Among 39 scenes the Tact maxim appeared 5 times, all of those time it was obeyed. Generosity maxim also appeared 5 times, out of those 5 times it was obeyed 4 times and flouted once.

Lastly, I would like to address the maxim that overlapped the most. Out of the 7 scenes where the maxims overlap, the Approbation maxim appears 5 times. All of those 5 times the Approbation maxim is obeyed. Approbation maxim overlaps with the Modesty maxim 2 times, the Agreement maxim once and the Sympathy maxim 2 times. The Tact and Generosity maxim also overlap 2 times. I can conclude that the Approbation maxim overlaps the most as well as that it is the most frequent maxim in the movie.

I would also like to mention the Agreement and Sympathy maxim and their frequency in the movie, as well as how many times either of the two maxims was flouted or obeyed. The Agreement maxim appeared 6 times, 2 times it was obeyed and 4 times flouted. It overlapped with the Approbation maxim once. The Sympathy maxim appeared 7 times, it was obeyed 4 times and flouted 3 times. The Sympathy maxim overlapped with Approbation maxim 2 times.

I can conclude that the movie Great Gatsby is abundant with examples of flouting or obeying Leech's maxims. If I analyzed a different movie it is highly likely that some other maxim would be the most/least frequent one, depending on the background of the characters as well as the plot of the movie.

Works cited

Primary sources:

“The Great Gatsby.” IMDb, IMDb.com,

https://transcripts.fandom.com/wiki/The_Great_Gatsby

Secondary sources:

Admin. “Top 10 Etiquette Mistakes in Japan.” *Learn Japanese Pod*, 16 Jan. 2015, learnjapanesepod.com/the-top-10-japanese-etiquette-mistakes/.

Brown, Penelope, and Stephen C. Levinson. *Politeness: Some Universals in Language Usage*. Cambridge Univ. Press, 1992.

Brown, Penelope, and Stephen C. Levinson. *Politeness: Some Universals in Language Use*. Cambridge Univ. Pr., 1987.

“Bootlegger.” *Cambridge Dictionary*, dictionary.cambridge.org/dictionary/english/bootlegger.

Conversatio...” Lexis. *Journal in English Lexicology*, Université Jean Moulin Lyon 3, 6 Sept. 2010, journals.openedition.org/lexis/820.

danks84, and danks84. “Pragmatic; The Analysis Of Polite Language in Maxim's Theories (Study of Leech Maxim Theories).” *Endangmasterpiece*, 4 July 2012, danks84.wordpress.com/2012/07/04/pragmatic-the-analysis-of-polite-language-in-maxims-theories-study-of-leech-maxim-theories/.

Erving Goffman, *On Face-Work An Analysis of Ritual Elements in Social Interaction*, *Psychiatry: Journal for the Study of Interpersonal Processes*, 1955

J.L. Austin, *Intentions in Communication*,

Jensen, Gavin. “Reality and the Uses of Language.” *Gavitron*, Gavitron, 22 June 2020, www.gavinjensen.com/blog/reality-and-the-uses-of-language.

“Features Of Grices Cooperative Principle.” *UKEssays.com*

” HAO, Yu, and Ren CHI. “Politeness Principle in Human Communication.” *Studies in Sociology of Science*, www.cscanada.net/index.php/sss/article/view/j.sss.1923018420130403.H405.

Laura Dorwart February 13, 2019. “17 Amazing Tricks for Dodging Unwanted Questions.” *Best Life*, 13 Feb. 2019, bestlifeonline.com/avoid-unwanted-questions/.

Leech, Geoffrey N. *The Pragmatics of Politeness*. Oxford University Press, 2014.

Leech, Geoffrey. *Principles of Pragmatics*. Longman, 1983.

“Madam.” *Madam Noun - Definition, Pictures, Pronunciation and Usage Notes | Oxford Advanced Learner's Dictionary at OxfordLearnersDictionaries.com*, www.oxfordlearnersdictionaries.com/definition/english/madam.

Pragmatics and Discourse: a Resource Book for Students, by Joan Cutting, Routledge, 2002.

Sinkevičiūtė, Valerija. “A Comparative Analysis of Politeness in First Encounter Conversatio...” *Lexis. Journal in English Lexicology*, Université Jean Moulin Lyon 3, 6 Sept. 2010, journals.openedition.org/lexis/820.

Shahaji Rajaram Karande Mahatma Phule Mahavidyalaya, Pimpri, Pune. *The Politeness Principle and Its Maxims*, danks84.wordpress.com/2012/07/04/pragmatic-the-analysis-of-polite-language-in-maxims-theories-study-of-leech-maxim-theories/.

“Shack.” *Cambridge Dictionary*, dictionary.cambridge.org/dictionary/english/shack.

The Handbook of Pragmatics, by Laurence R. Horn and Gregory L. Ward, Blackwell, 2006.

“The Importance of Punctuality in Japan- What to Do When You Are Late for Work: Guidable.” *Guidable Guidable*, 15 Jan. 2021, guidable.co/work/the-importance-of-punctuality-in-japan-what-to-do-when-you-are-late-for-work/.

“Would/Do You Mind ...?” LDOCE, www.ldoconline.com/dictionary/would-do-you-mind.