

Revealing Lying Behavior of the Main Character of *13 Reasons Why* (Season 2) TV Series through Violated Maxims

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Abstract

Bhattacharjee (2017) mentions that sometimes people lie to inflate their image and to cover up bad behavior. The capacity for dishonesty is essential as the need to trust others, which is ironically puzzling to detect. Finally, it would be enunciated that lie is human. Similar to Bhattacharjee, DePaulo *et al.*, (1996) state that people lie continually about their feelings, actions, plans, whereabouts, achievements, and knowledge. This phenomenon fascinates the researchers to carefully probe it in one of TV series entitled *13 Reasons Why* (Season 2). In this TV series, the main character, Clay Jansen seems to do some lies due to his capacity in court as the witness of Hannah's suicide. He indeed does not want to engage in the trial but Hannah's spirit is haunted him to uncover the case. Employing Cooperative Principles (CP) proposed by Grice (1975) and premises of motivations (instrumental, relational, and identity) of deception by Buller and Burgoon (1996), this investigation is conducted to reveal lying behavior of the main character and his motivations of doing it. Under descriptive qualitative method, the analysis results that all four maxims are violated. It also reveals that Clay employs three lie motivations which disclose his lying behavior. Instrumental motivation is applied to avoid punishment and to protect source of information. Then, relational motivation is exploited to redirect the social interaction and to protect interlocutors' feeling. Last, identity motivation is operated to protect his private feeling and to project a favorable image.

Keywords: Lying behavior, motivations of deceptions, violated maxims.

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INTRODUCTION

Bhattacharjee (2017) enunciates that sometimes people lie to inflate their image and to cover up bad behavior. It is surmised that lying behavior subsists not long after the emergence of language. Therefore, the ability to deceive is not surprising. People believe in some lies when they are unambiguously contradicted by clear evidence. The discernment to uncover lies and the vulnerability to being deceived are specifically the consequence of the age of social media. Then, the ability to separate truth from lies is under unprecedented threat. It is assumed that all people have ever done lies. Researchers ascertain that lying is part of the developmental process, like walking and talking. It has been found that children learn to lie between ages two and five for the sake of showing their independence. Further, the capacity for dishonesty is essential as the need to trust others, which is arduous to detect effortlessly. Finally, it is accordingly articulated that lie is human.

DePaulo *et al.*, (1996) examines lying in everyday life. Their investigation reports that most respondents from colleges confessed that they did 2 lies a day. Additionally, they declared that lying was done in 1 out of 3 social interactions. A bit difference from the mentioned respondents above, the following participants from community admitted that they lied in 1 out of 5 social interactions. Disclosing sorts of lies, most observed people declared that feelings, actions, plans, whereabouts, achievements, and knowledge were the kinds. Moreover, they conceded that the feeling of the targets was the solicitude for their lies than their own feelings. It indicates that they tended to be other-oriented lies and not self-centered ones. Ultimately, the rearmost deliberation reveals that the two groups of respondents, either college students or the community, were depicted to experience little preoccupation or regret.

Ekman (1992) details the definition of lying or deceit which is used interchangeably. A person is not labelled as a liar when this person provides false

information unwittingly but is grouped as untruthful. He gives example that a woman who has the paranoid delusion is not a liar, although her claim is untrue. Another example shown is that a supervisor who gives bad investment advice is not lying. The advice is authentic but it is not the best one. Similar to the phenomenon, a person whose appearance conveys a false impression is not also ineluctably lying. Performing an analogy between lying and animal camouflage clarifies the difference. A praying mantis that camouflages to resemble a leaf is not lying. Different from the illustration of not a liar, the interpretation of a liar is a person who deliberately misleads the victim or intends to misinform the victim. In doing a lie, the victim has not asked to be misled, nor has the liar given any prior notification of an intention to do so. In addition, a lie or deceit can be detected from words, face, and body. Liars conduce to be cautious of the choice of words. They censor what they say and carefully conceal the messages that they do not want to convey since they know that everyone will notice the words and realize that they should be responsible toward those words. It is widely known that words are disprovable, which then everyone's words can be written down and reworded ahead of time. Therefore, the alertness of singling out words is being the concern. Furthermore, the next juncture is the face. The face catches up more attention because it is the mark and the symbol of the self. The fact shows that the face is the foremost locus to flash the emotions. The closing point to reveal deceit is the body. It is not difficult to monitor the body movements, but most people ignore them since people are aboil with the words and the face. Ultimately, looking over the all three will provide clues to reveal lying behavior.

All the depictions of lies above draw the interest of the researchers to investigate deeper the phenomenon of lying in a distinctive object, namely TV series. *13 Reasons Why* (Season 2) is one of TV series which, from its title, signals a gumshoe to disclose. Concerning with the course of the story, the main character, Clay Jensen is being in his confusion, whether involving in Hannah's case of suicide or eluding it. The previous season, season 1, sketches the scene about Hannah's suicide and the 13 cassette recordings sent by her before her self-murder. Gaining the corroboration for trial induces Clay Jensen to probe Hannah's motives. Further, Hannah's spirit fortifies his desire to be engaged in trial. However, in his deepest heart, he betrays his willing to be involved in Hannah's case. He wants to move on from his past. Thus, these unwanted exigencies motivate Clay Jensen to manipulate situation to encounter his head-scratching, since some utterances vocalized are indicated as deceiving. Assuredly, this factuality is magnetizing to explore. Hence, formulating the intention of this research, i.e. revealing lying behavior of the main character is determined. To achieve this goal, anyhow, the researchers implement Grice's theory of

conversational maxims. This linking idea is laid on the theory of information manipulation. Yeung *et al.*, (1999), operating this IMT (Information Manipulation Theory) proposed by McCornack, conducted a study on deception in Hong Kong. IMT proffers a multimodal approach to deceptive message. It assimilates deception and Grice's theory of Cooperative Principles (CP). Centralizing on four maxims, varieties of deception ascend along with the violation of one or more of Grice's maxims (quality, quantity, relevance, and manner). The initial finding shows that Hong Kong Chinese might have less tolerance for relevance violation than quantity or manner violations. It implies that Hong Kong Chinese are more sensitive to violated maxim of relevance and quality than violated maxim of manner. Concerning with cultural expectation, Hong Kong Chinese obviously have higher threshold of tolerance for violations of conversational maxims compared to U.S. Americans. Further, Hong Kong Chinese are not seen as more deceptive than U.S. Americans. They, in fact, use message manipulation strategies to avoid hurting others' feelings or to fulfill to social obligation and expectations. Ultimately, the most significant finding acknowledges that such violations are considered as covert which constitute the acts of dishonesty.

Similarly, Tupan and Natalia (2008) run Cooperative Principle (CP) of Grice to uncover lying done by the characters in an American mystery comedy-drama television series, *Desperate Housewives*. Additionally, employing Christoffersen's proposition about some reasons behind a lie, this investigation is assorted into descriptive qualitative study. The data were elicited from 35 episodes (season 2 and 3) which flashed a great concern of problems, conflicts, and lies among the characters. The result showed that violation was utilized as the strategy to tell lies. Some reasons underlined the lies were to eliminate the interlocutors' response and to cover the truth. All were accomplished through cheering the hearers, convincing the hearers, and building someone's belief.

Correspondingly, this current research copies the way how deceptions are detected by employing Grice's theory of conversational maxims. Notwithstanding their similarity, this research is distinguishable in term of other theory employed. This research adopts Buller and Burgoon's (1996) premises to unveiling the main character's reasons of doing lies for the reason that Buller and Burgoon's theory presents in detail the strategies for uncovering lies and delineating lie motivations.

THEORETICAL FRAMEWORK

a. Grice's Cooperative Principle

The capability of speaker and listener to build collaboration in conversation and keep it run very well brings out what is called as cooperative principles. Grice (1975, p. 45) propounds cooperative principles as

“make your conversational contribution such as required, as the stage which it occurs, by accepted purpose or the direction of the talk exchange which you are engaged.” As it is noted in the dictionary that cooperative is marked by a willingness and ability to work with others (Merriam-Webster online Dictionary), Grice hints at the norms of having a talk reciprocally comprising the amount of information which should be sufficient, the nature of information which better gives sure- enough and see-through information, and the gist of information which ought to be apropos and obvious. Summing up all the ideas mentioned, Grice begins with four maxims, namely maxims of quality, quantity, relevance, and manner. It then implies that people engaging in a conversation obey all the maxims to reach mutual understanding.

On the other hand, in fact, no one can regulate strictly the flow of conversation and interlocutors' ways of speaking. It is not unavoidable to see them break the norms. It finally happens when they do not fulfil the requirements of giving sufficient information, true and clear proposition, and relevant and unambiguous answers. It is likewise assorted as violation. Violation which is outlined as fail to show proper respect for (Merriam-Webster online Dictionary) is portrayed particularly in detail as followings:

- A. Violated maxim of quantity = when the interlocutors do not give enough information. The information conveyed is less informative and is not adequate enough than it should be.
- B. Violated maxim of quality = when the interlocutors do not provide honest information. The information delivered is not accurate and it may lead misinterpretation.
- C. Violated maxim of relevance = when the interlocutors do not deliver relevant information. The information proposed does not correspond to the topic being discussed.
- D. Violated maxim of manner = when the interlocutors do not present precise information. The information produced contains ambiguous facts.

Regardless of its consequences of doing violated maxims, people sometimes commit it for certain purposes. One of them is hiding the truth for doing a lie. The linkage of violation of maxims and performing lies is furthermore elaborated below.

b. Interpersonal Deception Theory

McCornack (cited in Yeung and Levine, 1999, p. 2) state the eloquent account to chain deceptive messages and conversational maxims.

It is the principal claim of Information Manipulation Theory that messages that are commonly thought of as deceptive derive from covert violations of the conversational maxims... Because the violation is not made apparent to the listener, the listener is misled

by her/his assumption that the speaker is adhering to the CP and its maxims.

Referring to the above supposition, it is assured to convince that covert violations of one or more of Grice's conversational maxims (quality, quantity, relevance, and manner) are believed to result in messages that are functionally deceptive. Therefore, this investigation is equipped by this credence to disclose the lies motivations with the help of Buller and Burgoon's patterns of lying behavior.

Buller and Burgoon (2015) entitle their work Interpersonal Deception Theory (IDT) which definitely declares the definition of deception, to wit, an intentional act in which senders knowingly transmit messages intended to foster a false belief or interpretation by the receiver. To realize it, senders bring three classes of strategic or activity that manage deception into action, namely information, behavior, and image management. The term “management” implies that deception is a motivated behavior, undertaken for a purpose. Usually that purpose is one that benefits the senders, although senders frequently claim that they deceive to benefit the receiver or a third party to the conversation. Information management refers to efforts to control the contents of a message and usually concerns verbal features of the message. Behavior management refers to efforts to control accompanying nonverbal behaviors that might be telltale signs that one is deceiving. Image management refers to more general efforts to maintain credibility and to protect one's face, even if caught. These three classes of strategic activity work hand in hand to create an overall believable message and demeanor. Evidently, this classes of strategy is in line with Ekman's (1992) notions of detecting lying behavior; words, face, and body. Information management carries words which are carefully picked up to control and or conceal the message. Behavior management in Buller and Burgoon's concept represents body in Ekman's. It performs non-verbal behavior such as crossing arms as instanced in Buller and Burgoon which indicates gesture of deception. Further, although Ekman's concept does not explore the last notion in detail because people tend to focus on the other two signals, words and face, this notion is similarly equal. Image management has the same appointment toward face. Buller and Burgoon opted for image than face which both refers to the same sense of reference. Image referring to face can be utilized to detect lies or deception since it is the ultimate part of body that brings the emotion off. Working with the all three instruments benefits the researchers to revealing lying behavior.

Then, Buller and Burgoon (1996) proffer the motivations of deception. They outline three motivations, namely instrumental, relational, and identity. Instrumental motivation is focused on the

general elements of conversation such as the speaker, the listener, and the information. It includes establishing, maximizing, and maintaining power or influence over the receiver, acquiring and protecting resources, avoiding dissonance, being entertained, avoiding punishment or disapproval, and attempting to harm the target for self-gain. Relational motivation deals with the relation between the speaker and listener. It consists of initiating, maintaining, maximizing, or terminating relationships; avoiding interpersonal tension of conflict; maintaining and redirecting social interaction; expressing obligatory acceptance; avoiding self-disclosure; protecting the listener from worry, hurt, or punishment; and conforming to relational role expectations. Identity motivation concerns with the individual factors or purpose of the speaker in telling lies. It includes avoiding shame or embarrassment, projecting a more favorable image, enhancing or protecting self-esteem, and increasing social desirability. Employing these sundries, this research will meet its second goal, to wit, the motivations of the main character in doing lies.

METHOD

This investigation is within the group of designation of a descriptive qualitative. The data for this research are the utterances produced by the main character of *13 Reasons Why* (Season 2) TV Series. The utterances are retrieved from <https://8flix.com/scripts/13-reasons-why-episode-scripts/>. Since the focus of the series is Clay Jensen as the main character, his utterances are cherry-picked with some requirements, namely the utterances accommodating violated maxims and lying behavior. Identifying fastidiously, the researchers come to 24 utterances found in 5 episodes (1, 2, 4, 5 and 8) among 13 episodes in Season 2. Working with the theory of conversational maxims and IDT, the 24 utterances are indicated violation and lie. Next, Buller and Burgoon’s conception of motivations in deception assists to reveal the main character’s motives in doing lies.

RESULT AND DISCUSSION

Twinning all the theories explored above, this investigation results the finding in the following table.

Table 1: Maxim Violation and Lie motivation by the main character of *13 Reasons Why* (Season 2) TV Series

No.	Types of Violated Maxim	Types of Lie Motivation	Frequency
1	Quantity	Instrumental (1), Relational (3), Identity (3)	7
2	Quality	Instrumental (-), Relational (-), Identity (4)	4
3	Relevance	Instrumental (-), Relational (2), Identity (5)	7
4	Manner	Instrumental (3), Relational (2), Identity (1)	6
Total			24

The table displays the all four maxims that are violated followed by types of lie motivation and the total number of data for each violated maxim. Each maxim owns types of lie motivation but not all types of lie motivation appear in each type of violated maxim. Breaking down the types of violated maxim entailing types of lie motivation depicts the whole analysis of this research.

1. The Violated Maxim of Quantity

In violated maxim of quantity, 7 utterances are found. Those 7 utterances are scattered into all three types of lie motivation.

Clay’s Father : “The new tank heater takes a while to warm up. Shouldn’t take this long.”
 Clay : “*It’s not a big deal.*”
 Clay’s Father : “No, sometimes the valve is on the cold side.”

(Ep. 5, line 93-97)

Clay’s statement “*It’s not a big deal.*” is considered as violated quantity maxim, because it is less informative. In the previous statement, Clay is supposed to inform his father why the heater takes time to warm up. Instead of giving enough information, Clay responds his father’s request by admitting that it is not something to worry about. Thus, this inadequate information violates the maxim of quantity. Clay’s statement is also considered as a lie. He does not deliver the appropriate statement because he wants to control the message of his utterance to hide the fact that Justin, Clay’s friend, is in his bedroom. In the previous dialogue, Clay’s father asks about sound from the bathroom. He is curious about the splashing water in the bathroom, but in fact Clay is not taking a shower. The following picture proves Clay’s behavior management. He is facing downward and preventing his father to enter his bedroom.



Picture 1: (ep.5, 06:05-06:07)

Besides showing behavior management, picture 1 (ep.5, 06:05-06:07) shows that Clay is wearing t-shirt which indicates that he is not taking a shower at the moment. Therefore what is said by Clay is leading to his lying behavior. Further, Clay's motive in performing deception is categorized as instrumental motivation because Clay wants to protect Justin's existence from his parents. He is protecting the source of information why there is gurgling sound in the bathroom. He also does not want his father to disapprove his action of keeping Justin without his father's permission.

Skye : "Did they know Hannah?"
 Clay : "Um... No. No, they didn't."
 Skye : "You never told them about Hannah but you've told them about me?"
 Hannah's spirit : "All these secrets, Clay."
 Clay : "I mean, I told them about Hannah. Eventually."
 (Ep. 2, line 334-339)

Clay : "Jess. Jessica."
 Jessica : "Hey, Clay, what's up?"
 Clay : "We have Justin."
 Jessica : "What?"
 Clay : "Over the weekend, Tony and I went down to Oakland."
 (Ep.4, line 168-171)

Justin : "When were you gonna tell me about Jess? I talked to Tony. She doesn't want me here, does she?"
 Clay : "It's complicated."
 Justin : "You lied to me."
 (Ep. 5, line 837-840)

The three dialogues above are considered as the violated maxim of quantity belonging to relational motivation. In the first dialogue, Clay is being inconsistent because he gives different information. The information on his statement is unclear and not necessarily true because he already says "Um... No. No, they didn't." then he changes the information after Skye gives more emphasis, *I mean, I told them about Hannah. Eventually.* In the second dialogue, Jessica

clarifies Clay's statement by saying "What?" It requires Clay to repeat his statement and convince Jessica, but Clay responds it by saying "Over the weekend, Tony and I went down to Oakland." which is less precise to answer the question. The last dialogue shows that Justin asks Clay about Jessica because Clay will talk to her as soon as possible. In the previous episode, Clay has already talked with her about Justin, Clay said "If you want to see him or--" and Jessica replied "I don't" (Ep.4, line 179). Justin concludes that Jessica does not want to see him because Clay never talks about her. Clay's statement "It's complicated" is considered as violated quantity maxim because the information is too short and does not answer Justin's question "When were you gonna tell me about Jess?" which has to be answered clearly about the moment when Clay will talk about Jessica.

In the all above dialogues, Clay avoids eye contact with the listener when he is responding the listener's statement. The motivation of his lie is considered as relational motivation. In the first dialogue, Clay tells lie to hide the right information and avoid interpersonal conflict. He keeps Skye's feeling from being jealous. In the second dialogue, Clay does not tell the complete information about Justin to avoid dissonance with Jessica about Justin's condition. In the previous scene, Clay talks to Justin about his heroin, "All right, so the thing is, I was washing your clothes and I found your shit and I flushed it down the toilet. And Tony thinks you might be an addict and we might have to detox you." (Ep. 4, line 72-74) which means that Clay knows Justin's condition and he has a plan to help Justin from his drug addiction. In the third dialogue, Clay avoids explaining the actual information about Jessica. The reason why he tells lie is to hide the information from Justin that might hurt Justin's feelings. It is supported by Jessica's statement in the previous scene, "I don't." when Clay asks him to see Justin by saying "If you want to see him or--" (Ep.4, line 179).

Clay : "Well, I'm not involved anymore, so can someone do something?"
 Clay's Mother : "If we knew the girl on tape nine."

<p>Clay : “Mom, it’s not my place to tell you that.” (Ep. 1, line 134-136)</p> <p>Clay : “I mean, I told them about Hannah. Eventually.” Skye : “So you haven’t told them about me because you’re still hung up on her.” Clay : “No, that has nothing--” (Ep. 2, line 339-341)</p> <p>Skye : “Tell me I’m wrong. Tell me you love me. Tell me you’re over her, then.” Clay : “I... I love you. I...” Skye : “And?” Hannah’s spirit : “And you’re over me. Clay, it’s okay, just say it.” (Ep.2, line 843-847)</p>	<p>Clay : “It’s not. I haven’t thought about Hannah in months. So I’ll just keep on like that.” (Ep. 1, line 146-147)</p> <p>Clay’s Mother : “You slept in your clothes?” Clay : “Yeah. Homework and stuff.” (Ep.2, line 41)</p> <p>[PHONE BEEPS] Skye : “Everything cool?” Clay : [COUGHS] “Uh yeah, sorry. That was just my mom being motherly.” (Ep.2, line 321-323)</p> <p>Skye : “Did they know Hannah?” Clay : “Um... No. No, they didn’t.” (Ep.2, line 334-335)</p>
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All of the dialogues above are considered as the violated maxim of quantity which contains identity motivation. In the first dialogue, Clay’s statement “Mom, it’s not my place to tell you that.” is considered as violated quantity maxim. He is being less informative and does not give the appropriate answer. He should actually respond it by saying the truth that he knows who the girl on tape recording 9 is because Clay is the person who has already listened to all the recording, but he states it instead. The next dialogue shows that Skye expects Clay to explain more about his feeling towards Hannah, and tries to make sure about Clay’s previous statement because it seems inconsistent. Clay’s statement “No, that has nothing--” is considered as violated quantity maxim because Clay is being less informative and there is not enough explanation to support his statement. It becomes unclear whether Clay has told his parents about Skye or not. The last dialogue violates the quantity maxim because Clay is unsure of his answer by repeating word “I”. He also does not explain that he will forget Hannah.

The reason Clay tells lie in the first dialogue is to hide the information about the girl. He actually wants to project another character whom he thinks should be responsible in the court named Bryce. However, her mother keeps asking him about the girl. In the second dialogue, Clay tells lie to his girlfriend because he wants to hide his true feeling towards Hannah. Embarrassment of being known about his feeling is the reason why tell a lie. The same reason also appears in the last dialogue.

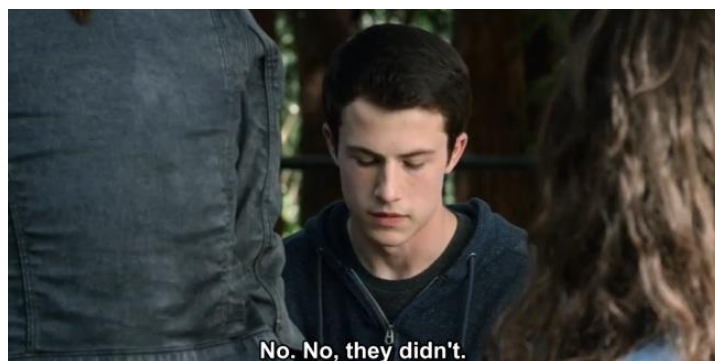
2. The Violated Maxim of Quality

Among four violated maxims, this maxim has less number than others. Besides, it also owns only one lie motivation, namely identity motivation.

Clay’s Mother : “Clay, I know this is going to be very hard for you.”

All of the dialogues above are considered as violated maxim of quality with identity motivation. In the first dialogue, Clay’s statement is different from reality. In fact, Clay still thinks about Hannah and he wants to be the witness in the court. In the second dialogue, Clay’s statement is considered as violated quality maxim, because he tells the wrong information to his mother. He actually does not do what he has said to his mother. The next dialogue shows that Clay does not tell Skye that he has received a message from Alex. He instead responds Skye’s statement by saying that his mother is the person texting him. It is obviously seen that Clay is violating quality maxim. In the last dialogue, Clay does not give true answer. The reality shows that his parents know Hannah.

These violated maxims of quality show off his lying behavior. In the first dialogue, Clay’s statement shows the opposite. In the previous dialogue, Clay utters “Well, I’m not involved anymore, so can someone do something?” (Ep.1, line 134) which shows that he still cares about Hannah’s case. He does the lie because he does not want to shame himself for he is still thinking about Hannah. The following dialogue presents the same reason why Clay says something that is totally different from the reality. He is ashamed when his mother knows that he still wears the same cloth since the night before. He keeps his image in front of his mother by answering that he does not change the cloth because he has to do a lot of things. The third dialogue shows identity motivation of lying because Clay wants to show his favorable image in front of Skye by telling a lie about who has sent the text. The last dialogue implies that Clay keeps his image. He does not want Skye to know that his parents know about Hannah. He wants Skye to believe that he cares about Skye. Here is the picture of Clay showing his behavior management indicating a lie. He is gazing downward to avoid eye contact with Skye.



No. No, they didn't.
Picture 2: (Ep.2, 20:53)

3. The Violated Maxim of Relevance

(Ep. 2, line 340-342)

This violation of relevance maxim is found in 7 dialogues. The reasons triggering lying behavior in this violated maxim are relational and identity motivation.

Clay : "You think they're connected?"
Hannah's spirit : "You think they're not?"

[HORN HONKS]

Clay : "I need to get dressed, and go to school, and try to live my life."

(Ep. 2, line 68-71)

Skye : "So you haven't told them about me because you're still hung up on her."

Clay : "No, that has nothing--"

Skye : "That's why you were in court yesterday."

Clay : "How did you know that?"

Skye : "Tyler Down told me."

All of the dialogues above are considered as violated maxim of relevance comprising relational motivation. In the first dialogue, Clay's statement "I need to get dressed, and go to school, and try to live my life." is considered as violated maxim of relevance, because Clay's response does not answer Hannah's question and is not relevant to the prior utterance. It is considered as a lie because a contradictory fact occurs there. The statement implies that Clay does not want to discuss Hannah's case anymore. On the contrary, the previous statement, "I did everything I could for you, and nothing worked." (Ep. 2, line 58) shows that Clay still cares about Hannah. In this case, Clay controls his words to arrange the message in order to avoid himself in Hannah's case. Further, his gesture of avoiding eye contact indicates a lying behavior. Those information management and behavior management can be seen in the following picture.



I think that I need to get dressed, and go to school,
Picture 3: (Ep. 2, 04:28-04:32)

The second dialogue shows Skye and Clay arguing about Hannah's case. Skye expects that Clay will explain why he attended Hannah's trial yesterday. However, Clay replies "How did you know that?" which is irrelevant with Skye's previous utterance. It is considered as violated maxim of relevance. Clay's statement indicates a lie, because

honestly he believes that Skye knows who tells that Clay attended the court, but he still questions Skye. He arranges carefully his words to pretend as if he does not know who tells her. Further, his downward gazing (picture 4) is the significant evidence showing his behavior management to do deception.



Picture 4: (Ep. 2, 21:17)

Related to relational motivation, the reason why Clay tells lie in the first dialogue is to redirect the interaction. Clay does not want to discuss the Polaroid picture with Hannah and he changes the topic to make Hannah's spirit stop asking about that. In the next dialogue, the reason Clay tells lie is to protect Skye's feeling from being hurt and jealous, because Skye assumes that Clay still cares about Hannah by saying "So you haven't told them about me because you're still hung up on her." Skye is sure that Clay still thinks about Hannah, therefore he has not told yet his parents about Skye. It becomes the reason why Clay is being the witness of Hannah's case in the court. However, knowing the fact that Hannah realizes the situation, Clay redirects his interaction by pretending that he does not know that Hannah knows. This redirecting interaction is carried out to avoid hurting Skye's feeling.

Clay : "Even just getting the tattoo, I fucking fail."
 Skye : "Hey. Hannah will forgive you."
 Clay : "Look, I'm not-- I'm not thinking about her."
 (Ep.1, line 73-75)

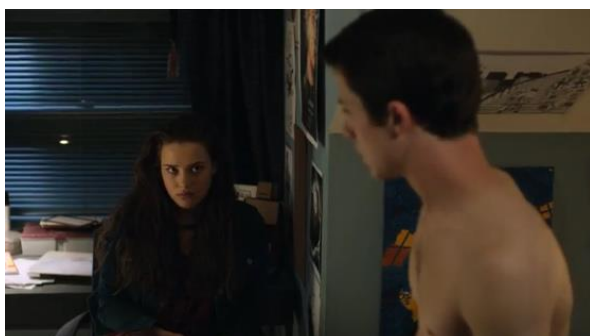
Clay's Mother : "Clay, I know you said you don't think about Hannah, that you don't care about her anymore, but I am worried that that's not true."
 Clay : "Gotta get dressed for school."
 Clay's Mother : "Well - Okay."
 (Ep.2, line 48-52)

Skye : "You freaked out at our spot last night the day that her case is going to trial. Then you freaked court at lunch today because I brought up you going to court"
 Skye : "It's like, wherever we go, she's there!"
 Clay : "No. That's not... that's insane."
 (Ep. 2, line 835-838)

Clay : "Over the weekend, Tony and I went down to Oakland."
 Jessica : "But how did you know? You saw thempostcard. You fucking snooped through my

room?"
 Clay : "He wants to help."
 (Ep. 4, line 171-174)
 Clay's Father : "Shouldn't take this long."
 Clay : "It's not a big deal."
 Clay's Father : "No, sometimes the valve is on the cold side."
 Clay : "It's all good. Have some coffee."
 (Ep. 5, line 97-99)

All of the dialogues above are considered as violated maxim of relevance covering identity motivation. All interlocutors' responses are irrelevant to the prior statements. In the first dialogue, Skye tries to calm Clay by saying "Hey. Hannah will forgive you." She hopes that Clay will not be upset about the tattoo and blame himself for what happens to Hannah. Clay's statement "Look, I'm not-- I'm not thinking about her" is not relevant because his response is centering on Clay, not Hannah. It indicates that Clay wants to avoid something. He controls his words to keep his feeling toward Hannah which leads to his lying behavior. In the next dialogue, Clay's response to his mother's statement implies that he does not want to discuss Hannah, and changes the topic so his mother ought to leave his room. His response violates maxim of relevance because it does not correspond to his mother's worry. Changing topic is one of ways to control the content of conversation which becomes the indication of deception. Thus, it is obviously seen that Clay is doing a lie. The following dialogue, Clay and Skye are quarrelling about Hannah. Skye wonders why Clay acts very strangely. However, Clay's response is irrelevant since he denies Skye's argument. Furthermore, Clay's statement "No. That's not... that's insane" is also considered as a lie. When Skye is talking to him, Clay stares at Hannah's spirit several times. It can be seen in picture 5 (Ep. 2, 51:05) where Hannah's spirit is sitting on a chair between Clay and Skye. It means that Clay does not really pay attention to his conversation with Skye. As shown in picture 6 (Ep. 2, 51:08), Clay is narrowing his eyes when he is saying "No. That's not... that's insane" The statement contains pause which means that Clay controls his words. It obviously proves that Clay is doing a lie.



Picture 5: (Ep. 2, 51:05)



Picture 6: (Ep. 2, 51:08)

In the next dialogue, Clay violates the maxim of relevance by saying “*He wants to help.*” It has no relation to Jessica’s question. Jessica questions Clay about whether he knows Justin from the postcard in Jessica’s room or not. His response is irrelevant though.

It is indicated as a lie as well. Clay violates the maxim to hide the fact that he saw the postcard in Jessica’s room. His lying behavior is fortified by his act that he looks down when Jessica is asking him question, as shown in this following picture.



Picture 7: (Ep. 4, 10:19-10:22)

The last dialogue shows that Clay soon changes the topic by asking his father to have some coffee. His response is irrelevant to his father’s statement. Therefore, it violates maxim of relevance. It is also shown a lying behavior since he wants to hide something from his father. In the previous dialogue, Clay is hiding Justin. Not to let his father know, Justin is arranging words to deliver a safe message.

Clay : “*Yeah. Yeah, that’s my, um... I just figured I’d grab some food while I let it heat up. The new tank heater takes a while to warm up.*”
 Clay’s Father : “*Shouldn’t take this long.*”
 (Ep. 5, line 94-96)

In term of lie motivation, all dialogues are grouped into the identity motivation. In the first until third dialogue, Clay tells lie to hide his true feelings towards Hannah. He does not want anyone to know that he can see Hannah’s spirit. He seems to perform an image that he has forgotten Hannah. In the fourth dialogue, he avoids shame by telling a lie to Jessica. He does not want to admit that he has seen the postcard in Jessica’s room. In the last dialogue, Clay tells lie to hide his secret about Justin.

Clay’s Mother : “*Clay, is that your gym clothes?*”
 Clay : “*Uh...*”
 Clay’s Mother : “*Cause it smells--*”
 Clay : “*Yeah, um... I left them on the bathroom floor last night, like I do, and you know, at night, my aim isn’t so good.*”[Clicks tongue]
 (Ep. 4, line 20-24)

Clay : “*He said he’ll testify, he’s, um... a little too sick at the moment, but--*”
 Jessica : “*What do you mean sick?*”
 Clay : “*From being homeless. Look, he’s at my house. We’re taking care of him.*”
 (Ep. 4, line 175-178)

4. The Violated Maxim of Manner

This violated maxim of manner comprises 7 dialogues. Additionally, all types of lie motivation; instrumental, relational, and identity, can be revealed.

Clay’s father : “*Is that the shower?*”

All of dialogues above are considered as violated maxim of manner which contains instrumental motivation. In the first dialogue, Clay’s answer is too long and confusing. He does not explain properly what happens with the shower or the sound from the bathroom to his father. Similarly, the second dialogue

shows that Clay's mother asks why the cloth smells bad. Clay talks too much with some pauses and speech errors in his statement. Both statements are leading to his lying behavior. Violating maxim of manner shows that he controls the words to hide something. Some pauses, fillers, and repetition are his strategy to censor words. In the last dialogue, Jessica expects that Clay will explain about Justin's condition clearly. Clay's statement "*From being homeless. Look, he's at my house. We're taking care of him.*" is considered to violate the maxim of manner. Clay does not explain what pain that Justin is suffering from and suddenly tells that Justin stays at Clay's house. Clay's inaccurate response indicates violation as well as lying behavior. He chooses carefully the words to avoid the truth that Jessica confirms.

Furthermore, lie motivation bases the above utterances are instrumental. In the first and second dialogues, Clay has the same reason why he tells lie. He wants to hide Justin from his parents to avoid punishment because he lets Justin stay at his house without permission. The third dialogue, Clay wants to protect Justin as the source of information from Jessica. The significant information about Justin is that he is addicted to drug.

Alex : "So you know that I left a suicide note?"
 Clay : "Um...Yeah."
 Alex : "Why didn't you tell me about it?"
 Clay : "Well, I-I didn't... I mean, I didn't think it was the kind of thing that you talk about with someone who's like, recovering from it."
 (Ep. 1, line 540-545)

Justin : "You lied to me."
 Clay : "No, I-- It's the truth. Jessica just... doesn't realize it yet. She'll change her mind. You have to get sober, and she'll see."
 Justin : "Fuck that. I'm wasting my time."
 (Ep. 5, line 840-845)

All of the dialogues above are considered as violated maxim of manner reasoning relational motivation. In the first dialogue, Alex does not know that he has a suicide note because he has trauma and amnesia after his suicide attempt. He thinks that Clay might know something about his note. Clay's answer to Alex's question is too long. The second dialogue shows that Clay does not give enough explanation when Justin asks about Jessica. The statement is too long and

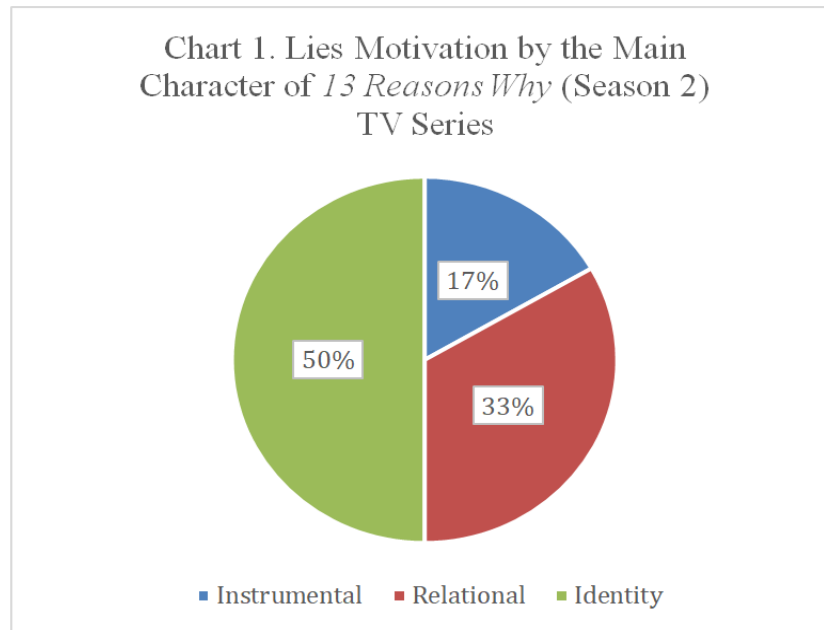
complicated. It makes Justin hard to understand what Clay actually means. All utterances on the dialogues above hold lying behavior. All words uttered are very long and containing pauses and errors. It signals that Clay wants to control the message. He does not want to talk about it and he wants to console Alex who has just come back to school after the incident.

Further, the reason why Clay tells lie in the first dialogue is to protect Alex's feelings from being hurt because Alex has trauma and amnesia after his suicide attempt. Clay does not want to recall Alex's memory that can make him sad. Then in the next dialogue, Clay tries to convince Justin that Jessica will come to see him after he gets a recovery from his drug addiction. It means Clay wants to comfort Justin from being worry.

Justin : "Jensen, did you know about this?"
 Clay : "I, um... Yeah. I kind of, I guess I knew, but...Look, I gotta go."
 Justin : "But-- Jensen. Hey, Clay! The fuck is you going?"
 (Ep. 8, line 67-71)

The dialogue above is considered as violated maxim of manner which contains identity motivation. In the previous dialogue, Sheri tells to Justin that the recordings from Hannah are uploaded by someone last night. She says "*Someone posted them online. Everyone listened all last night*" (Ep.8, line 64). Justin is shocked and he asks Clay "*Jensen, did you know about this?*" He expects that Clay knows something because Clay is one of the persons who listens to Hannah's recording before. Clay's statement is ambiguous because it does not clear whether Clay knows about the recorder that has been posted or not. He uses some unnecessary phrases such as "*I kind of*" and "*I guess I knew*" to control the message delivered. Therefore, this violated maxim also displays lying behavior. The reason why Clay tells lie is considered as identity motivation because wants to keep his secret. It is supported by his behavior that he has hurried away after answering the question. It means he does not want to discuss the topic.

From the explanation in the previous sections, it is revealed that Clay as the main character violates four types of Cooperative Principle. Clay also uses all of the lie motivations in some episodes of *13 Reasons Why* (Season 2) TV Series.



The pie chart shows that instrumental motivation appears 4 times (17%), relational motivation appears 8 times (33%), and identity motivation appears 12 times (50%). Instrumental motivation has the lowest frequency used by the main character. Clay as the main character uses this motivation to hide Justin's condition towards other characters and make sure that Justin will be a witness for Hannah's case. The next motivation is relational motivation, in which, Clay uses to protect other characters from being worry or hurt, especially his girlfriend. Identity motivation is the dominant motivation which is used by Clay. It deals with his privacy and secret about Hannah's case. He wants to hide about Hannah's spirit who keeps following him to reveal the truth about her case.

CONCLUSION

Laid on Grice's cooperative principles and Buller and Burgoon's Interpersonal Deception Theory, this research results some findings. The main character, Clay Jensen, violates all four maxims which lead to his lying behavior. He is doing some lies or deceptions due to his role in the course of the story. Most deceptive utterances are worded deliberately to control the purposed message which is one of ways to detect lies. Other way to detect his lying behavior is his gesture, specifically the way how he avoids eye contact with his interlocutors. All pictures inserted on the above discussion display his downward gazing which indicates that he is hiding something. He is not telling the truth. Furthermore, all lie motivations revealed are closely connected to his role in the course of the story. Instrumental motivation proves that he is hiding another character, mainly Justin, who becomes the source of information. It reaches the lowest occurrence because Justin is not the principal character related to Clay. Justin takes a little part in Hannah's case as the central theme. The following motivation which has higher

occurrence than instrumental is relational. This lie motivation is associated with Clay's girlfriend, Skye who is jealous of Hannah who has died. Uncover Hannah's case needs Clay's great attention; therefore he should ramify evenly his time and attention to two influential deals, Skye or Hannah's spirit and case. Consequently, some deceptive utterances are delivered to comfort Skye. Finally, identity motivation places the top of the three. Clay lies for the sake of his privacy and image. As the main character, Clay plays significant role in the story related to its theme, namely uncover Hannah's case. Because it has not yet been proven, Clay's role in the court is covertly done. Therefore, he should keep everything fine. Accordingly, he does many lies to protect his identity.

With a great hope, this article would be beneficial to improve the understanding of Cooperative Principles (CP) with their variously operational usages. Not only can this CP be run accordingly, but it can also be violated purposefully. Regardless of this benefaction, still and all, this study might not be accurately presented due to the limitation of discussion. Other than movies or imaginative worlds, CP is likewise possible to be practiced in real life.

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