CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter aims to discuss the review of related literature and the theories of the research. It describes about pragmatics, implicature, mockingjay novel, previous study and theoretical studies in pragmatics.

A. Pragmatics

Pragmatics is study of meaning in relation to the context in which a person is speaking or writing. This includes social, situational and textual context.[6] Context has a key position in communication, meaning could change or imply depend on the context and context has relation with culture. The topic in pragmatics major discuss about how language is used by language users in communicative. Hence, the communication will be succeeded if both meaning and context. Pragmatic principle study the way language is appropriate to the contexts in which it is used.

The relationship between linguistics form and communication function is of central interest in the area of pragmatics and as Cameron argues, is highly relevant to the field of discourse analysis.[7] Pragmatic study has cooperation inter-language users as well as between language user, language and the circumstances of when, where and how language is used.

Pragmatics has several distinctive discussions in particular field such as deixis, speech act, implicature, politeness theory etc. This study takes implicature

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[6] Brian Paltridge, *Discourse Analysis: An Introduction* (London:Continuum,2008), 53.
[7] *Ibid*, 53.

as main topic idea which implicature is one of theory in discourse that explains about meaning in the context of spoken and written language.

B. Implicature

The term 'Implicature' used by Grice to account for what speaker can imply, suggest or mean as distinct from what speaker literally says.[8] We can see in daily conversation, all of people use some indirect language to give signal or only answer. We can make difference about it, we should relies about the 'What speaker said?' and 'What speaker intention?'

In addition, we can take some explanations from other rhetoricians. The contrast between 'say' and 'meant', and derivatively between the 'said' and the 'implicated' (the meant, but unsaid), back to the fourth-century rhetoricians Servius and Donatus, who characterized litotes-pragmatics understatement-as a figure in which we say less but mean more.[9]

The speaker's utterance depend on the context, it means that implicature is a component of speaker meaning that constitutes an aspect of what is meant in speaker's utterance without being part of what is said.[10] This part the hearer should understand what is speaker's meant although the speaker did not said what actually they wanted to say. Carston said a very influential paper that deals with, and defends, the functional autonomy of explicatures and implicatures in the pragmatic processing of utterances. She gives an example:

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[8] Gillian B and Goerge Y, *Discourse Analysis.*(Cambridge University Press:1988),31.
[9] Laurence R. Horn, Greogrory Ward, *The Handbook of Pragmatics*(UK:Blackwell Publishing Ltd,2006), 3.
[10] *Ibid,*3.

A : How is Jane feeling after her first year at university?
B : She didn't get enough units and can't continue.

Carston notes that there is ambiguity in B' utterance which is the word 'get' and 'units'. The B intention might be has different meaning in other context. Everyone agree to deny that B utterance is implicit meaning which needs specific context. Based on B utterance and the context, it means that Jane cannot continue her university studies. Moreover, pragmatic process will sensitive with semantic meaning of specially direct object argument of this verb and has nothing to do with implicature derivation.

Depend on Grice divided into two kinds in 'meaning' they are natural meaning and non-natural meaning. Natural meaning is depending on 'what said' and conventional implicature. Non-natural meaning is depending on conversational meaning which consists of generalized conversational implicature and particularized conversational implicature. From this point we can shape the type of implicature as shown figure 2.1.
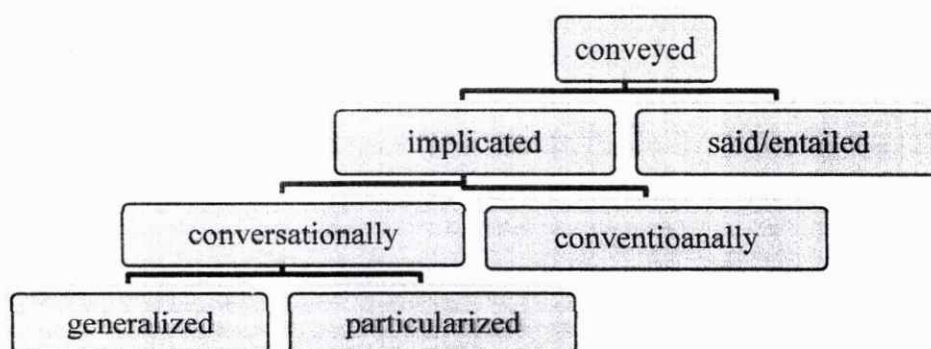
Figure 2.1 Grice's typology of implicature.

1. Conventional Implicature

Levinson defines conventional implicature as non-truth-conditional inferences that are not derived from subordinate pragmatics principle like the *maxims,* but simply attached by convention to particular lexical items or expressions'.[11] He said that the lexical items that have literal meaning or entailment, they are *actually, but, even* and still. As in these examples taken from President Clinton's national TV address on the Monica Lewinsky affair[12]:

It constituted a critical lapse in judgement and a personal

failure on my part for which I am solely and completely

responsible (new paragraph in written verson) *but* I told

the grand jury today and I say to you now that.......

(Entailment *and:* conventional implicature there is contrast between two conjoined propositions)

Even president has private lives

(Entailment *even:* in *addition/tool/as* well; conventional implicature-the proposition to which *even* is as the end of a scale of expectability)

Thus examples, we can see that there is word that shown as conventional implicature. In first example "and" is entailment or meaning that shown between grand jury and you (audiences/citizens). For second example, it shown that entailment "even" has mean that although he is a president who takes some-responsibilities, it does not mean that he has not private live like human.

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[11] Peter Grundy, *Doing* Pragmatics(USA: Oxford University Press Inc, 2000), 84.
[12] *Ibid,* 84.

Conventional implicature has no relationship with cooperative principle or maxims. Hence, it is derived from what is said which offers literal meaning which means the meaning is no more than just based on the straight meaning of word.

2. Conversational Implicature

In this term, we can say that conversational implicature as 'non-natural' meaning. Non-natural meaning is variable and on different occasions.[13] Conversational implicature refer to the implication which has deduced from form utterance, that is cooperative principle which acceptability in normal conversation. As like this example *"there is sugar on the floor"* it means that speaker asked to the hearer to take the sugar. Moreover, the conversational implicature has relationship with cooperative principle.

There are two types of conversational implicature. They are generalized conversational implicature (GCI) and particularized conversational implicature (PCI) which the utterance's intention based on the context.

a. Generalized Conversational Implicature (GCI)

Generalized conversational implicature (GCI) arise irrespective of the context in which they occur.[14] In this term, it does not need context as 'required'. One common example in English involves any phrase with an indefinite article of the type "a/an X", such as "a garden" and "a child". These phrases are typically interpreted according to the generalized conversational implicature that: an X +> not speaker's X.

I was sitting in a garden one day. A child looked over the fence.

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[13] Peter Grundy, *Doing* Pragmatics(USA: Oxford University Press Inc, 2000), 73.
[14] *Ibid,*81.

The implicatures in the example, that the garden and the child mentioned are not speaker's, are calculated on the principle that if the speaker was capable of being more specific, then he/she would have said "my garden" and "my child".[15] Other examples to more understand:

Some people believe in God

Thus example could has more than one meaning because the word "some". This is more implicature rather than entailments since they can be denied.[16] It means that "some" can be everyone or only one person like *my father believe in God, my mother believe in God, I believe in God, etc.*

Certain information is always communicated by choosing a word that shown as expression from value. In this term they call it "scalar implicature". Gazdar argues that this kinds of data show that we operate with scales, so that scale include *all* or *some* and another *do brilliantly* and *make progress.* Choosing any item on scale will imply that the items above it, do not obtain. Other hyphothesized scale include (certain....probable.....possible), (and....or), and (must...may...might). This explains why we can resolve the problem of the potential ambiguity that arose when I asked my friend at the race-course.[17]

Would you recommend 8 and 9?

In fact the meaning, recommend horse number 8 or 9. But the hearer could have some-imply depend on this example, it can be both horse number 8 and 9 or

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[15] Vi Thi Thanh Thao, "Summary of A Study of Conversational In Titanic Film", Universitas Of Danang, 2011, 9
[16] Peter Grundy, *Doing* Pragmatics(USA: Oxford University Press Inc, 2000), 82.
[17] *Ibid,* 83.

it not both horse number 8 and 9. It can be resolve if he adds it has just one of them because I do not have enough money.

Based on the example above, generalized conversational implicature is the utterance which will be not vary the utterances' meaning in different context. Moreover, it has literal meaning which is not relevant with most of the context because it derived maxim organization.

b. Particularized Conversational Implicature (PCI)

Particularized conversational implicature (PCI) is different with generalized conversational implicature (GCI). PCI rather than on the context, particularized implicatures are inferences that we need to draw if we are to understand how and utterance is relevant in some context.[18] It needs some assumed about the specific context. Let us imagine this scene in which a husband and wife are reading in the kitchen while their dinner is cooking:[19]

Wife: Do you want to test the potatoes?

Husband: Can I just finish this sentence?

Wife: Of course.

The husband's question looks like the wrong answer. But the real meaning is the husband want to test the potatoes after he finished the sentence. That is why PCI need specific to make conversation smoothly.

The particularized conversational implicature is relevant with the most of context. It means the utterance should have specific context to understand the

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[18] Peter Grundy, *Doing* Pragmatics(USA: Oxford University Press Inc, 2000), 82.
[19] Vi Thi Thanh Thao, "Summary of A Study of Conversational In Titanic Film", Universitas Of Danang, 2011,10.

speaker's intention. Moreover, the particularized conversational implicature shows maxim organization

To make understand you can see this figure 2.2.

Conventionally	Conversationally
• Not based on co-operative principle • Shown in the lexicon or grammar • Not based on the context	Inferred by co-operative principle
	Generalized (context-free)
	Particularized (specific context)

C. Cooperative Principle

In his paper, logic and conversation Grice (1975) argues that in order for a person to interpret what someone else says, some kind of *cooperative principle* must be assumed to be in operation. He argued, that there is a set of principles which direct us to a particular interpretation of what someone says, unless we receive some indication contrary. The cooperative principle says we should aim to make our conversational as 'required' at the stage at which it occurs, by the accepted purpose or direction of the exchange in which we are engaged.[20]

The function of cooperative principle, when someone speaking to us based on our understanding what they are saying more like assumption. They saying should be what they need to say, clear and has purpose what they want to say.

Based on Grice's cooperative principle there are four sub-principles, it is called *maxims.* These are maxims[21]:

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[20] Brian Paltridge, *Discourse Analysis*(London: MPG Books Ltd,2008), 61-62.
[21] Peter Grundy, *Doing* Pragmatics(USA: Oxford University Press Inc, 2000)74-75.

1. *Quantity*

a) Make your contribution as informative as is required (for the current purposes of the exchange).

b) Do not make your contribution more informative than is required.

If the speaker observes the maxim, sometimes the speaker uses some-utterances which is not required to answer. She can use simple answer. Les't take an example:

A: Are you alright?

B: I feel my stomach turns and the lights suddenly seem too bright.

Actually A asks clearly and specific question to B. and A expects proper answer. Meanwhile, B implies that she does not okay. B can answer *'No. I'm not alright.'* Do not take ambiguity between them.

2. *Quality*

Try to make your contribution one that is true

a) Do not say what you believe to be false

b) Do not say for which your lack adequate evidence

The speaker rather tells the truth than tells something to be false. It can be illustrated when a person asking me about pragmatic subject, I am cooperatively expected to give one not mathematic major. This the example will illustrated the maxim of quality.

Pragmatics is difficult

Being assumed to be well founded, gives rise to the implicature that the speaker believes or has evidence, that it is rather difficult to understand besides

the information is true and will give some information to explaining and reasoning.

Moreover quality maxim rather include in figure of speech. It can be characteristic by figure of speech in flouted maxims. It is regarded to flout maxim of quality.

1. Irony is statement in which the meaning that a speaker implies differs sharply from the meaning that is ostensibly expressed.[22] When speaker utters a statement will be flouted the maxim of quality.

2. Metaphor is an expression which is describing a person as object in literary meaning. It is consider about characteristics something has similar with person.

3. Hyperbola is bold overstatement, or the extravagant exaggeration of fact or of possibility.[23] The kind of expression the seemingly sound extravagantly in describing person or something.

3. *Relation*

Be relevant

You've got up to here now

It is the simple one maxim which is only has one characteristic that is be relevant. Furthermore the speaker gives relevant information which is required in the context.

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[22] M. H. Abrams, *A Glossary of literary Terms,* (USA:Earl McPeek, 1999), 135.
[23] *Ibid,* 34.

4. *Manner*

Maxim of manner deals with how utterance is said. By Grice's statement is proposed to 'be perspicuous' in which the four maxims are explained in details:

a) Avoid obscurity of expression

b) Avoid ambiguity

c) Be brief (avoid unnecessary prolixity)

d) Be orderly

Thus maxim deals with how utterance is said. It should be clear information. The utterance should be obscurity of expression and ambiguity.

They washed and went to bed

The sample is being an orderly representation of the world, gives rise to the implicature in that ways which the following opening sentence of a letter from a life insurance company.

D. Flouting The Co-operative Principle

On some-occasions speaker flout the cooperative principle and intend the hearer to understand this, that is, they purposely do not observe the maxims, and intend their hearer to be aware of this.[24] We can also know implicature from flouting maxims, although Grice's theory said that give information as required but it is probably gone through your mind that speaker do not abide so rigorously by these maxims.

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[24] Brian Paltridge, *Discourse Analysis*(London:MPG Books Ltd,2008), 64.

Besidess flouting maxims, there are some-occasions that cannot give information as required. They are violating maxims, infringe a maxims and option-out of the maxims. Violating maxims can happen when the speaker mislead to the other persons. It means that the speaker intentionally said. Infringe a maxim when they fail to observe a maxim with no intention to deceive, such as where the speaker does not have the linguistic capacity to answer a question. A speaker may also opt-out of a maxim such as where speaker may, for ethical or legal reason, refuse to say something that breaches a confidentiality agreement they have with someone, or is like to incriminate them in some way.[25] Specially, for quality maxim which has one different character with other that is flouted quality maxim rather in figure of speech.

E. Mockingjay Novel

Mockingjay novel is third novel Suzzane Collins continue of the Hunger Games and Cathing Fire. In this novel tells about war between Snow and district 13 that use Katnis Everdeen as symbol of rebellion then its look like Katniss Everdeen face Snow. It had been begining when Katniss shoot the tub then made explosions. After that Snow dropped firebombs in district 12 only somepeople and her family could safe from firebombs. By the time Katniss asked to be their symbol of rebillion as their mockingjay.

After Katniss as Mockingjay, they made plan to made Snow afraid and hand his over to them besides Peeta had kidnaped by Snow. But Katniss still

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[25] Brian Paltridge, *Discourse Analysis*(London:MPG Books Ltd,2008), 65.

wanted to do what she should do that was making video that borned out to Snow that Katniss as delegation of citizen wanted get their freedom. Then Katniss and district 13 made plan to make each district wanted to join with them. Their plan begun to overbearingly from district 8 that had firebombs from capitol untill district 2 that childbearing most peace keeper.

The last they wanted overbearingly the capitol and kill Snow. Finally, they could catch Snow then they decided to kill Snow in front of all citizens and Katniss would kill Snow by herself. On the day, time to kill Snow but she remember what Snow said that Coin as chief of district 13 was playing them to chosen her as a president. Katniss was confused about it, she was thinking that snow was lying but she remembered that Snow was not lying then she did not kill Snow but she killed Coin. After that she was thinking that she would get punishment but they let her go and sent her home.

In the end of this story, this state got their freedom that had president from district 8 called Paylor. Although Katniss looked like crazy because she was always remembering about Snow from rose's perfume everywhere but Peeta was there with Katniss to give his arm. By the time they had children and all citizens remembered them in history.

F. Previous Studies

Related to the topic in thesis, there are some previous studies found by the writer. There are three previous studies that discuss the implicature. From three previous studies, all of data are analyzed using Grice's implicature theory.

Andrew Caink (2012), *Experiencing Meanings in Spark's The Prime of Miss Jean Brodie.* This journal explains about type form and implied meaning. The focus on this journal is on three aspect of form in Muriel Spark's *The Prime of Miss Jean Brodie,* they are meanings inferred from narrative structure, meanings inferred from repetition and meanings inferred from tone. The result of this journal is each aspect shows evidences for reader inferences that may be implicated meaning of novel as whole which are meaning from narrative structure, meaning inferred by repetition and meaning inferred by tone.

Siobhan Chapman (2012), *Towards a Neo-Gricean Stylistics: Implicature in Dhorothy L. Sayers's Gaudy Night 2012.* The researcher considers on implicated misogyny that is attitudes to women's role and status in society also implicated psychology that deals with the psychological motivations and development of its central character, particularly in relation to the competing demand of emotion and intellect. By neo-Gricean stylistic analysis, to know how process and understand various patterns in language.

Leo Hecky(1996), *Presupposition and Implicature in Madrid, de corte a checa.* The novel written by Mary McCarthy, she was contrasting the novel with more 'fictitious' genres and depend on the context. The researcher considers on presupposition and implied in each of page. The perceptions of contemporary events which substantiate them, are affirmed, reaffirmed, presupposed and implied on virtually every page of the novel. Then the researcher wants to share that reading novel should be understand with right-minded. The result of this

journal is analysis of literary text offered a new type of data to exploring the operation of neo-Gricean principle in linguistic.

Chusni Hadiati (2014), *Redefining Cablaka "Banyumasan Way of Speaking": Is It Totally Explicature?*. This research takes place in traditional market. Conversation made by buyer and seller. This research used Banyumasan that is dialect of Javanese language. The way of speaking Banyumas is commonly known as *Cablaka. Cablakan* is Banyumasan way of speaking which means that a speaker tends to speak frankly based on the actual fact. The researcher redefined the concept of *Clabaka* as Banyumas way speaking in the context of traditional selling and buying in Banyumas. In this research, the researcher more consideration on people use indirectness. Hence, the result of this result is language has a offer to show politeness, respect, soften utterance, carefulness, uncertainly and keep face.

Mu'amar Chadafi (2014). *The Floats of Grice's Conversational Maxims in 1001 Jokes Humor Book by Richrad Wiseman*. In this journal the writer research about implicature in jokes can be proved by floats maxims then researcher divided based on type of implicature. The researcher emphasized in incongruity of the jokes to prove that all of maxims are floating. Besides the researcher find float maxims, all maxims make a strong surprising meaning of the joke utterances increasing the degree of funny.

From the journal above, each of researcher has their own form to explain and prove the implicature used, all of them explain implicature from their understanding. Besides, they explain the implicature phenomenon based on Grice's theory. In this

research, the researcher used implicature based on Grice in which explained based on the category of implicature itself.

G. Theoretical Framework

In this study, the researcher conducted the research based on Grice's theory. The term 'Implicature' used by Grice (1975) to account for what speaker can imply, suggest or mean as distinct from what speaker literally says. We can see in daily language, all of people use some indirect language to give signal or only answer.[26]

There are two kinds of implicature. First, Conventional implicature which are, according to Grice, determined by the conventional meaning of the word used. Conventional is rather than controversial utterance which has semantic meaning.

Second, conversational implicature is derived from a general principle of conversation plus number of maxims which speakers will normally obey.[27] The General principle used is cooperative principle. It contains of *quantity, quality, relation* and *manner*.

There are two type of conversational implicature. First, generalized conversational implicature (GCI), When no special knowledge is required in the context to calculate the additional conveyed meaning. It is like the speaker's utterance can be order in different context. Second, particularized conversational implicature (PCI), an implicature where some assumed knowledge is required in very specific

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[26]Gillian B and Goerge Y, *Discourse Analysis.*(Cambridge University Press:1988),31.
[27] Gillian B, George Yule, *Discourse Anlaysis* (England: Cambridge University Press, 1988),31.

contexts during a conversation.[28] Meanwhile, the speaker's utterance cannot be order in other context to understand what the speaker's intention. Let's take an example:

Context 1:   Speaker A: What time is it?

Speaker B: Some of guests are already leaving

GCI   : Not all of guests are already leaving

PCI   : It must be late

Based on the theory above, this research used the theory in which the theory as proposed to make this research more guided. So, this research will not misunderstanding and guiltiness.

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[28] Vi Thi Thanh Thao, "Summary of A Study of Conversational In Titanic Film", Universitas Of Danang, 2011, 9-10