

## **CHAPTER II**

### **REVIEW OF RELATED OF LITERATURE**

In conducting this study, the writer has been searching for ideas and information to support the theories used in this research. In the framework of this research, the writer uses several sources of reference from books and articles from experts that are relevant to this topic. This section includes a literature review of theoretical review and previous studies.

#### **A. Pragmatics**

Pragmatics is a branch of linguistics that studies meaning in the context of language use. According to Levison (1983:9) explains that the study of pragmatics consists of the relationship between language and context which underlies the explanation of language understanding. Understanding means pointing to the meaning that to understand an expression or utterance of language it is also necessary to know something beyond the meaning of the word and its grammatical relationship, namely its relationship to the context of its use. Beside that as stated by Yule (1996: 3) "Pragmatics is the study of the meaning that conveyed by speakers and then interpreted by listener". From the definition, it can be concluded that Pragmatics is a branch of science that studies language by considering the linguistic context. This field examines the meaning and signs in the language conveyed by speakers to their speech partners, allowing for different points of view in understanding the meaning of the language.

#### **B. Cooperative Principle**

Cooperatiive principle is a principle which arranges in communication interaction with the aim that the communication process can be efficient and run smoothly and maintain the smoothness of communication and ensure that the information conveyed is in accordance with the needs of the situation. As stated in Sidabutar, K. E. (2022) In order for the communication process to run smoothly and achieve good cooperative communication there are rules that must be obeyed by speakers and listeners, namely by being cooperative.

Also in Grice (1991) argues that in conversation, both parties (speaker and listener) need to cooperate so that the conversation can run smoothly and meaningfully. Grice states that speakers and listeners must follow the basic principles of communication. This principle requires conversation participants to make contributions that are appropriate to the needs of the conversation at that time, in a relevant context, and in accordance with the purpose of the conversation.

Without utilizing the principles, communication will be difficult to understand because basically the principles of cooperation are learned in practice to reduce listener confusion and make the conversation more meaningful. However, if one of the participants fails to follow these principles by, for example, giving irrelevant answers, ignoring the context of the conversation, or not providing enough information then the conversation will become incoherent and lead to confusion or misinterpretation. This will make both the participants fail to reach a common understanding.

### **C. Maxim**

In the study of pragmatics, there is one important basic concept, namely maxims, which are part of the theory of the principle of cooperation. According to Yule (1996: 37) The assumption that communication is carried out with cooperation is so pervasive that it can be formulated as the principle of cooperation in conversation, which is then elaborated in four sub-principles, referred to as maxims. Maxims focus on conversations to be conducted cooperatively between the speaker and the listener. The main goal is for both parties to understand each other in a clear and effective way, so that communication can proceed smoothly without confusion. This principle ensures that every contribution to the conversation supports the common goal of achieving proper understanding between both sides.

Grice states that the principle of cooperation in conversation can be explained through four maxims, each of which regulates what kind of contribution should be made in communication. Each maxim aims to help speakers and listeners interpret the meaning contained in the conversation in an appropriate way. The four maxims are:

### **1. Maxim of Quantity**

as stated as grice the maxim of quantity concerns the amount of information provided by the speaker. It emphasizes that the information shared should be sufficient—neither too much nor too little. Grice outlines this maxim with two specific rules:

- 1) Provide information that is as informative as necessary for the purpose of the conversation.
- 2) Avoid providing more information than what is required.

### **2. Maxim of Quality**

This maxim emphasizes the truthfulness of the information provided by the speaker. It requires the speaker to ensure that their contribution is honest and credible. Grice specifies this maxim with two key principles:

- 1) Avoid saying anything that you believe to be false.
- 2) Avoid stating something without sufficient evidence to support it.

### **3. Maxim of Relation**

This type of maxim governs how speakers provide information that is “relevant” to the listeners. The information should stay connected to the topic to ensure the conversation flows smoothly. According to Thomas (2014: 63), a speaker's contribution must directly relate to the purpose of the interaction, making it relevant. The maxim of relation emphasizes the importance of staying relevant to the context and situation in which the communication takes place.

### **4. Maxim of Manner**

This type of maxim regulates how speakers and listeners should communicate clearly during a conversation. The information provided must be easy to understand. This maxim emphasizes clarity in how something is expressed. To follow the maxim of manner, speakers should:

- 1) Avoid using unclear or obscure language.
- 2) Avoid ambiguous statements.
- 3) Be concise and avoid unnecessary details.
- 4) Present information in an organized and logical order.

After understanding the maxims based on Grice's theory, here are examples that illustrate the application of each type of maxim in conversational situations.

Brother : Where are the motorcycle keys?

Sister : They are on the table in the dining room.

Thomas (2014: 64)

In this conversation the listener adheres to all maxims because she has answered truthfully, has delivered the right amount of information, clearly, and also has directly addressed her husband's purpose in asking the question. She has said exactly what she meant, no more and no less and also produced no implicature.

#### **D. Flouting Maxim**

One of the non-observed Cooperative Principle is flouting maxim. Based on Thomas (2014: 65), flouting maxim occurs when the speaker "blatantly" or clearly says something that seems to flout the rules of communication, but actually aims to convey a hidden message or deeper meaning. Moreover, in line with Grice (1991: 30) flouting maxim is when a speaker intentionally flouted a maxim, but in this case the speaker does not intend to deceive or mislead but to make the listener look for additional meaning behind what is said directly.

##### **a. Type of Flouting Maxim**

The flouting of maxims is categorized according to the same number of Cooperative Principles based on Grice's theory. These categories include the flouting of the maxim of quality, the flouting of the maxim of quantity, the flouting of the maxim of relevance, and the flouting of the maxim of manner.

##### **1. Flouting Maxim of Quantity**

Flouting maxim of quantity means when a speaker deliberately provides either too much or too little information than what is required by the situation. For example :

Jack : What time is it?

Rose : It is four o'clock. In fact it's two past four, and now it's Friday.

(Hossain, 2021)

In this conversation Jack is flouting the maxim of quantity, because his information is too much, this can distract Rose as the listener.

## 2. Flouting Maxim of Quality

Flouting maxim of quality means when the speaker expresses something that does not reflect their true thoughts. The speaker fails to adhere to the maxim of quality, which obligates them to provide a truthful contribution, meaning they should not say something they believe to be false or make claims without sufficient evidence. In addition, Cutting (2002: 37) also stated that the flouting of maxims can be done by the speaker through the use of hyperbole, metaphor, irony, and banter. Example :

An ambulance driver had just been puked on by a drunk.

Ambulanceman “wow, that was so nice to be puked all over!”

Thomas (2014: 67)

In here the ambulance driver is flouting the maxim of quality because he is saying something that is opposite to the reality. The ambulance driver expresses the pleasure of being puked on by someone. Whereas the fact is that no one feels happy when they are puked on. The implicit meaning contained in this story is the opposite of what he said. He was actually very annoyed, not happy.

## 3. Flouting Maxim of Relation

The flouting maxim of relation is saying an utterance that is irrelevant or clearly unrelated to the current topic, such as abruptly changing the subject or intentionally failing to address the questioner's intention. For example:

Marsha : so what do you think about Tom?

Claire : his housemate's a wonderful baker.

Cutting (2002: 39)

Claire is flouting maxim of relation because she answers the question with something irrelevant. Claire implies that she was not very impressed with Tom, but by not saying his name.

#### 4. Flouting Maxim of Manner

Flouting maxim of manner occurs when the speaker makes statements that are ambiguous and unclear. For example :

Mary : where are you going?

John : I am going out to buy some cute white things for someone.

Mary : well, do not be long- the dinner's almost ready.

John speaks in an ambiguous way, by saying "buy some cute white things" and "someone", this because he avoids saying "ice cream" and "emma", in order to keep his little daughter from getting excited and asking for ice cream before the meal.

#### **E. Violating maxim**

In contrast to flouting, as stated by Thomas (1995) and Cutting (2008) in Paltridge (2012) discuss that flouting and violating are different. Flouting maxim occurs when someone does not adhere to the maxim but does not intend to deceive or mislead others. Meanwhile, violating maxim occurs when someone deceives or makes the interlocutor misunderstand. In line with Grice (1991) violating occurs when the speaker conveys something with the intention of misleading or hiding something by violating the maxim intentionally and the listener does not realize that he or she is being deceived. In violating maxim the speaker does not provide any clues for the listener, therefore the listener will not find out more about what is conveyed because he or she feels that the information conveyed is correct. The violating of maxims is categorized according to the same number of Cooperative Principles based on Grice's theory. These categories include the violating of the maxim of quality (The speaker says something that is not true without giving any clues that the speaker is lying), the violating of the maxim of quantity (The speaker purposely gives less or too much information in order to mislead the listener), Then the violating of the maxim of relevance (The speaker purposely diverts the conversation to irrelevant topics so that the real information is not revealed), and last the violating of the maxim of manner (The speaker utilizes ambiguous, unclear, or confusing language to hide information).

## F. Conversational Implicature

Conversational implicature is one basic type of the implicature in which it is based on the utterance and it depends highly on the contextual effects. So, it is implicated from the form of an utterance. It is deduced via the Cooperative principle and its conversational maxims. The meanings that are implicated through this type of implicature is non-truth conditional. So, it is context dependent, that is, if the context was different, then the meaning would vary accordingly (Crystal, 2008: 238; Birner, 2013: 62).

In line with Grice (1991) stated that conversational implicature can be interpreted based on the literal meaning of the utterance, contextual information, and the assumption that the speaker follows the cooperative principle in conversation. In other words, the listener can infer the implied meaning in the utterance by considering the communication situation and the expectation of adherence to conversational maxims. Furthermore, Grice stated that one can appear not to follow a maxim in various ways, including deliberately flouting it to convey an implied meaning. That is, conversational implicature often arises when a speaker floutes or “outsmarts” a maxim for a specific purpose. In addition, conversational implicature can be classified into two types, namely:

### 1) Generalized Conversational Implicature (GCI)

Is a type of implicature that usually appears in a variety of general contexts without the need to know the specific situation. This means that the listener can catch the implicit meaning of an utterance just by understanding the language structure used. For example :

A : Did the children’s scout camp go well?

B : Some of them got the influenza.

Carston (2004)

That can be inferred that if someone says “Some children are sick”, it can generally be inferred that “not all children are healthy”, without needing to know the specific context.

## 2) Particularized Conversational Implicature (PCI)

This type is highly context-dependent. It arises when an utterance can only be inferred by knowing the situation or background of the conversation..

For example :

Sam : Where did you go with our daughter?

Nana : To the D-E-N-T-I-S-T.

This conversation contains an implicature that can only be understood correctly if the listener knows the specific context of the situation. In this case, the words “D-E-N-T-I-S-T” are spelled out one by one, rather than spoken directly. The speaker doesn't want her daughter to hear or understand that they are going to the dentist, because her daughter will feel scared or panic if she hears it.

## G. Movie

### 1. Definition Of Movie

Film or movie is an audio-visual art form that combines moving images and sound to convey stories, meanings, and emotions to the audience. According to Hornby (2006), film is a series of moving images recorded with sound and used to tell a story that is generally shown on a big screen. This perspective is further explored by Bordwell and Thompson (2010), who define film as a complex narrative medium that not only consists of moving images but also involves various other elements such as dialogue, music, and background sound as part of a cohesive and profound storytelling structure.

Furthermore, Stam, Burgoyne, and Flitterman-Lewis (1992) emphasize that film can be understood as a cultural text that represents not only narrative flow but also the dynamics of social interaction. In this context, dialogue in film does not merely function as a narrative tool but also reflects authentic human communication, which contains pragmatic dimensions as well as social and cultural values. Thus, films are not merely seen as visual entertainment but also as an expressive medium that records the reality of communication and conveys various social messages through their narrative structures and conversations.

## 2. *The Prestige* Movie

*The Prestige* is a movie directed by Christopher Nolan and released in 2006. The story focuses on the fierce rivalry between two illusionists, Robert Angier (played by Hugh Jackman) and Alfred Borden (played by Christian Bale), in the late 19th century. One of the main strengths of the movie is its complex and non-linear narrative, which keeps the audience engaged and curious. Nolan manages to create an atmosphere of deep mystery, with clever and unexpected plot twists. Every detail in the story has a deep meaning, and the movie invites the audience to reflect on themes such as sacrifice, obsessiveness, and betrayal. Hugh Jackman and Christian Bale's performances are mesmerizing, each carrying their characters with a strong sense of emotion. The interactions between the two main characters are also fascinating, reflecting the destructive rivalry and psychological impact of unbridled ambition. Cinematography-wise, the movie is stunning with beautiful visuals and dark atmospheres, creating the perfect backdrop for the intriguing story. The music written by David Julyan also adds to the intensity of the movie. Overall, *The Prestige* is not just a movie about magic, but also a deep exploration of the essence of art, ambition, and what we are prepared to do to achieve our goals. The movie leaves a deep and thought-provoking impression, making it one of the best works of magic.

## H. Previous Studies

There are some previous studies which have discussed about maxim's grice;

Putri, D. A., & Apsari, Y. (2020) entitled *The Violation of Grice's Maxim in "Bad Genius" movie*. In this study analyzed about the violation based on Grice Maxim's Cooperative Principle theory in communication of characters in *Bad Genius* Movie. Analyzing the violation of a sentence for every conversation that is brought up by the all characters in the movie is the purpose of this study. The researcher analyzing the data with using descriptive qualitative and descriptive analysis method. The data was collected from the conversation in the movie. The reseacher analyzed how the dialogue refers to the violation maxim contained in the film "*Bad Genius*". The finding show that the characters in the movie "*Bad*

Jenius” deliberately violate the maxims of Quality, Quantity, Relationship and Manner.

Apriyani & Sembodo (2021) with title *The Flouting of Grice’s Conversational Maxims in Pirates of the Caribbean 1-5*. This research investigated the maxim floutings uttered by the pirate characters in *Pirates of the Caribbean* movie series. The goals of this research are to identify and classify the maxim flouting within the movie series, to describe how the pirate characters flout the Grice’s maxim, and also to discover the purpose of the maxim flouting itself. Qualitative and quantitative methods are used to analyze the data. The result shows that there are 39 cases of maxim flouting with 4 cases (10.3%) of flouting the maxim of Quantity, 13 cases (33.3%) of flouting the maxim of Quality, 16 cases (41.0%) of flouting the maxim of Relation, and 6 cases (15.4%) of flouting the maxim of Manner. The pirates tend to give too much information, simply say something which does not represent what they think by using: metaphor, irony, sarcasm, and hyperbole, give irrelevant answers, and also give ambiguous answers. There are several purposes of maxim flouting found in this movie series. They are: insulting, giving warning, challenging other characters, boasting about oneself, telling about facts, informing plans, convincing, expressing seriousness, demanding respect, expressing insincerity, expressing love, expressing disappointment, giving advice, expressing happiness, creating fear, creating humor, and avoiding making others sad.

Kharismawanti, N. A., & Basuki, A. (2021) with title *The Flouting of Gricean Maxims Found in the TV Series Mom*. In this research examines the flouting of Gricean maxims done by all the characters in the TV series *Mom* in the first 10 episodes in season 1. This research aims to identify and to classify the flouting of Gricean maxims according to Cutting’s classification and the most used method of flouting. The quantitative and qualitative methods are used as data analysis instruments. The results show that there were 99 cases of maxim flouting, with 59.6% (59 cases) being the flouting of the maxim of quality, 18.2% (18 cases) the flouting of the maxim of quantity, 13.1% (13 cases) the flouting of the maxim of relation, and 9.1% (9 cases) the flouting of the maxim of manner. The characters in *Mom* tend to flout the maxims by using metaphors, being irrelevant, using irony

or sarcasm, using hyperbole, or being ambiguous or obscure. The results also show that the characters flouted the maxims for several reasons, with the most frequent one being to offend or to hurt the hearer and to convince the hearer.

The last is Gustary & Anggraini (2021) with the title The analysis of flouting maxim in “up!” movie. In this study the researcher investigated the flouting of maxims in the movie “UP!” by using Cutting's (2002) theory and qualitative method. It was found that all four types of Grice's maxims were flouted, with the maxim of quality being the most dominant as the characters often conveyed incorrect information. In addition, ten strategies of flouting were identified, and the most common strategy was giving excessive information, as the characters often conveyed more than needed.

The difference between this research and the previous researchs is that the previous research concentrates on the violating, flouting or just types of maxim. In this study, the researcher will pay attention to the maxim that are analyze the the type of maxim, flouted by the main character and the other players in *The Prestige* movie and also analyze the implisit meaning of the maxim.