

CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter presents and discusses about review of related literature that consist of definition of pragmatics, implicatures, cooperative principles, flouting maxim, previous study.

A. Pragmatics

There are some linguistics interpretation about pragmatics but basically they have same idea that pragmatics is the study of language used in communication and associated usage principles. According to (Grundy, 2000), pragmatics is about explaining how we produce and understand the language which is used in communication everyday but it seems a rather strange use of language.

The researcher used this theory of pragmatics in order to know the way of communication. (Leech, 1983) considers pragmatics as a study of discussing the speaker meaning linking with discourse situation. He also adds that pragmatics is a study of linguistic communication according to conversational principles. As stated above, the researcher begins to put Leech's theory of pragmatics because it has relation with conversational principle.

B. Implicatures

The concept of “ Implicatures ” is firstly introduced by Grice. Grice was an English philosopher who was best known for his contributions to the theory of meaning and communication. Grice made a distinction between what is said

speaker of a verbal utterance and what is implicated. Based on Grice Implicatures is an inferred meaning, typically with a different logical form from the original utterance. Implicatures is something implied and meant from what is said (Grundy,2000).

This also has a relation, the term implicature is used by Grice to account for what speaker can imply, suggest or meant as distinct from the speaker literally said. Grice state that they are two kinds of implicatures: Conventional “implicatures” which is determined the conventional meaning of the words used. Conversational “implicatures” which is derived from general principle of conversational plus a number of maxims which speakers will normally obey.

C. Cooperative Principles

According to (Grice, 1989) advises cooperative principle which makes the conversational contribution is in the right size and agrees with the accepted purpose of the conversation a speaker is connected to. Grice state that cooperative principle “make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged”. it means that a speaker needs to be as informative as it requires based on the context of conversation so that the communication will be successful.

To make the principles acceptable, Grice (1989) generates the principles into four conversational categories or maxim that will result in accordance with cooperative principles. the categories are:

1. Maxim of Quantity

Make your contribution as informative as it is required, do not make your contribution more informative than it is required. Those mean that maxim of quantity suggests speakers to be brief. It proposes a speaker to contribute as informative as required and not to contribute to much or little information than is required. (Black, 2006) added that “this maxim requires that we offer the appropriate amount information”. example:

Henry : Where is the nearest mosque?

Jacky : it is in front of the post office.

Henry asks John the nearest mosque. Jacky understands that the nearest mosque from the place they are talking is in front of the post office. It fulfills the maxim of quantity. It is because Jacky answer informative and explicit that the mosque is near with the place where the conversation is taken.

2. Maxim of Quality

Do not say what you believe to be false, Do not say that for which you lack adequate evidence. Those means maxim of quality suggest speakers to be true. It proposes a speaker to say what she/he believes to be true and not to say something with less evidence. Black (2006) adds that “this maxim has to do with truth or falsity of an utterance”. for instead:

Rose puts her outer on the sofa then she goes to the bathroom. Chelsea outs from her room and looking for the outer because she wants to go out. Chelsea

found the outer on the sofa and takes it. After Rose went to home Chelsea asks her.

Rose : where is my outer?

Chelsea : I take it

Rose really takes the outer, so it completes the maxim of quality because Chelsea tells the truth.

3. Maxim of relevance

Maxim of relevance propose speaker to relevant. A speaker has to say something related to the topic.

Dina : how was the scenery?

Dini : it was amazing.

The conversation above is clear enough between the answer and the question is relevant. It fulfills the maxim of relevance.

4. Maxim of Manner

Avoid obscurity of expression, Avoid ambiguity, Be brief (avoid unnecessary prolixity), Be orderly. Maxim of manner suggest speakers to be clear. It means that a speaker needs to say briefly, orderly, avoid obscurity and ambiguity. Black (2006) stated that “this maxim refers not to what is said, but how it is expressed” .

Icha : what the day is today ?

Sultan : it is Saturday

Icha : what the date is today ?

Sultan: it is 24th

The conversation is clear without the appearance of misunderstanding. It was perfectly brief and well ordered. Those all how maxims work in cooperative principle. After understanding it all, the researcher lets to know the connection between the cooperative principle and maxim and also conversational implicatures. According to Grice (1989):

“A participant in a talk exchange may fail to fulfill a maxim in various ways, which include the following:

- a. He may quietly and without realizing violate a maxim if so in some cases he will be responsible for misleading.
- b. He may opt out from the operation both of the maxim and cooperative principle, he may indicate or allow it to become plain that he is unwilling to cooperate in the way the maxim require.
- c. He may face by a conflict, be unable, for example: to fulfill the maxim of quantity without the second maxim of quality.
- d. He may flout a maxim that is he blatantly fail to fulfill it.

Those all are about relation to each other. The last number will be explained in the next point and also become the main focus to make this research runs well.

D. Flouting Maxim

A flout occur when a speaker blatantly fails to observe a maxim not with any intention of deceiving or misleading but she/he wants the hearer to look for the meaning which is different from in addition to, the expression meaning. It

takes place when individuals deliberately quite to apply the maxim to persuade their listeners to infer the hidden meaning behind the utterances that is the speakers employ “implicature” (Levinson, 1983)

Implicature often appear in a conversation when the speaker felt not confidence to say directly. Grundy (2002) states in his book that flouting is a particularly silent way of getting an addressee to draw an inference and hence recover an “implicature” .it is also said by (Cutting, 2002) that flouting the maxim is who the speakers appear not to follow the maxims but expect hearers to appreciate the meaing implied. cutting 2002 determined flouting of maxim as follow:

1. Flouting Quantity

Flouting maxim of quantity occur when a speaker blatantly gives more or less information. Cutting (2002) stated that “the speaker who flouts the maxim quantity sees to give a too little or too much information” p.37. it means that the speaker give information not as requires. Here Cutting gives example:

A: well, how do I look?

B: your shoes are nice...

B’s answer is not giving all the information that A needs in order to fully appreciate what is being said. B does not say that the sweet-shirt and jeans do not look nice but B knows A will understand that implication because A asks about his whole appearance and only gets told about part of it.

The example above is clear enough show that the conversation flouts the maxim quantity because the information that needs is too little, B's answer is not complete yet but A can catch the meaning implied. Another example gave by Grice (1983) he says that a flouting of maxim of quantity are provided by utterances of patent tautologies like:

Women are women

War is war

Grice's opinions about these example are totally non-informative, and so, at the level, cannot but violate the maxim of quantity in any conversational context. "An infraction of the first maxim of quantity", "Do not give more information than is required", on the assumption that the existence of such as maxim should be admitted."

2. Flouting Quality

The interlocutor can be mentioned flouts the maxim of quality when she/he implies the information which is not suitable with the fact. Flouts which exploit the maxim of quality occur when the speaker says something which blatantly untrue or for which she/he lack adequate evidence. (Thomas 1995:67).

When we communicate there is a tacit assumption that each communicant says or writers will be truthful. For instance, when speaker a below asks B who is going to spend the evening. In this moment A expects B to give a truthful answer.

A: so who are you going out with tonight?

B: Koosh and Laura

Speaker B Answer A's question with untrue information because B actually does not go out with anyone tonight. It means that B has flout maxim of quality when B Answer A's question.

3. Flouting Relation

The maxim of relevance (be relevant) is exploited by making a response or observation which is very obviously irrelevant to the topic in hand (Thomas 1995). So the speaker flouts the maxim of relation when she/he does not give a response within the topic is being discussed.

A: So, what do you think of mark?

B: This flashmate's a wonderful cook

In this occasion B does not say that she is not impressing about Mark. Directly B change the topic by saying Flash-mate which is not relevant with question that asked by A.

4. Flouting manner

The speaker flouts the maxim of manner he/she appears utterances which to be obscure ambiguous. According to cutting (2002) those who flout the maxim of manner may appear to be obscure. for example:

A: where are you off to?

B: it was thinking of going out to get some of that funny white stuff for somebody.

A: ok, but don't be log-dinner's nearly ready

Cutting (2002) analyzed that B speaks in an ambiguous way saying “that funny white stuff” and “somebody” because he is avoiding saying ice cream and Michele so that his little daughter does not become excited and ask for the ice cream before he meal. Sometimes researcher play with words to heighten the ambiguity.

E. Previous Study

There are some previous studies related to these study: the first study is from (Abdi Wahyudi, 2020) from Universitas Islam Nusantara with the title Maxim's Flouting: An Analysis of Classroom Interaction. This study focused on analyzing the maxim flouting between the teacher and students of XI IPS in SMA PGRI 2 Bandung during classroom interaction. The researcher found out that all of maxim flouting by the teacher and students. The total number of maxims that flouted by the teacher and students is 58 times. Based on the data, 31 utterances flouted the maxim of quantity or around 53%, flouting of maxim quality with 11 utterances or around 19%, flouting of maxim relevant with 13 utterances or around 22%, then flouting of maxim manner with three utterances or around 6%.

The second study is from (Puspitaningrum, 2013) from Jogjakarta state university state of with a titled Maxim Flouting In The Main Characters' Utterances In Confessions Of A Shopaholic Movie. She analyze kinds of flouting maxim of grice's cooperative principles in main character in the movie and the strategies of maxim flouting used in the main characters' utterances. The researcher found all of types of flouting maxim are done by characters in the

Shopaholic movie. The results show that all maxims of Cooperative Principle are flouted. They are maxim of quality, quantity, manner and relation.

The last previous study is (Hidayat, 2020) entitled “The analysis of flouting maxim in Good Morning America (GMA) talkshow”. This study is aimed to to find out the performed flouted maxim(s) by the hosts and the guest. The result of the research showed that all four types of maxim flouting were committed by both Jackie Chan and the two hosts of the GMA talk show. The result showed that all four types of maxim flouting were committed by both Jackie Chan and the two hosts of the GMA talk show. The highest flouting maxims found were flouting the maxim of quantity and manner. Further, the study also revealed the rationales behind maxims flouting which were beneficial to build fun communication and to elaborate more explanations.