

**CHAPTER II**  
**REVIEW OF RELATED LITERATURE AND THEORETICAL**  
**FRAMEWORK**

**2.1 Pragmatic**

According to Yule (1996) pragmatics offers with the learn about of meaning as communicated through a speaker (or writer) and interpreted by a listener (or reader). This study ought to contain the interpretation of what a person means in a specific context and how the context influences what is being said. So, so pragmatics is the learn about of the speaker's meaning according to specific context.

This thesis uses pragmatic as its research approach in the movie because there is visual and audio as the context of utterance. As explained in the previous paragraph that in a pragmatic studied about analyzing utterance between interlocutor based on context. The next reason is that in my data there is an implied meaning of utterance regarding implicature in pragmatic.

**2.1.1 Implicature**

From above theory of pragmatic researcher found that implicature is connected to pragmatic. It is because both are studying about meaning from explicit utterance. So, researcher explain about implicature in this section. Implicature is a speech or utterance that implies something different from what is being said (Grice 1975). Understanding the implicature will be easier if the speaker and the reader have shared the same experiences and knowledge. The term implicature is the same as the term implicit. In implicature the indirect meaning or the implied meaning

generated by the explicit. Grice distinctive two different kinds of implicature these are conventional implicature and conversational implicature. But this research focused on violating the maxim in conversational implicature.

Example of implicature:

A guest just walked into the living room and said, "it's so hot." This statement has various meanings which are implied, as follows:

1. Ask the host to speak on the porch.
2. Ask the host for ice or cold water.
3. Ask the host to open a window or door so that the room air is cool.
4. Ask permission to partially open buttons on clothes.
5. Ask the host to turn on the ac or the fan.
6. Ask the host to turn off very bright lights.

The six indirect meanings are called implications / implied meanings, while the explicit (literal) meanings are called explanations. The express meaning is "to inform that the situation (this afternoon) is very hot." By looking at the context when the speaker saying the utterance, the hearer could identify and understand which implied meaning fits the speaker's utterance.

### **2.1.2 Cooperative Principle**

In order to get implicatures of utterances, first we must know about cooperative principle and its maxims. Because by knowing which maxim do not observe by the speaker, we can analyze the implicature. For example, if the speaker does not observe maxim quality, it means the implicature will connected about the truthfulness of speaker utterance. So, in this section researcher will explain about cooperative principle and its maxims.

Grice believes that participants in a communicative exchange are guided

with the aid of a principle that determines how language is used with maximum effectivity and impact to gain rational communication. He called it the Cooperative Principle. The Co-operative Principle means interlocutor must provide contribution such as required, at the stage at which it occurs, by the accepted reason or direction of the talk change in which you are engaged. Cooperative principal divides into:

1. Maxim of quantity

Maxim quantity obtain when interlocutor tries to be as informative as interlocutor maybe can, and offers as much facts as needed, and not more. For example:

A: Where is my key?

B: *on the table in the kitchen*

From the example on italic sentence interlocutor is giving enough participation by spoken the only information needed by the hearer which is in this example is “the place of the key”.

2. The maxim of quality

Maxim quality obtain when the interlocutor tries to be honest and does not provide facts that is false or not supported via evidence.

For example:

A: are you 15 years old?

B: *yes, I am.*

From the example on italic sentence interlocutor is truthful because the fact said that she just celebrated her 15 birthdays, so it is true that now she is 15 years old.

3. The maxim of relation

Maxim relation obtain when the interlocutor tries to be applicable and says matters

that are pertinent to the discussion. For example:

A: why are you late?

B: *I stuck in traffic*

From the example on italic sentence interlocutor is being relevant to the why-question because Interlocutor gave the cause of his lateness.

#### 4. The maxim of manner

Maxim of manner obtain when the interlocutor tries to be as clear, concise, and orderly as the interlocutor might say, and when the interlocutor avoids ambiguity.

For example:

A: how to get to the post office?

B: *Stay on this path until the intersection and you'll find the post office on the left*

from the example on italic sentence interlocutor is being orderly and clearly in giving information about how to get to the post office.

### 2.1.3 Violating a Maxim

Violating maxim is way of the speaker mislead the conversation so the hearer will believe that the speaker is cooperative but actually hiding something (Grice 1975).

- Violating quantity

When the speaker gives only a little or too much information to make the hearer understand only the surface information called violating quantity.

Example:

Husband: How much is that new costume cost, darling?

Wife: Less than the remaining one.

Here, the wife offers little facts because she is aware of if she says explicitly “25 pounds” her husband will get indignant, so she misleads her husband.

- Violating quality

When the speaker gives untruthful information to mislead the hearer called violating quality.

Example:

Husband: How much is that new gown cost, darling?

Wife: 20 pounds

Here actually the wife was lying by saying 20 pounds but, the dress cost 25 pounds.

- Violating relation

When the speaker gives information outside the conversation to make the hearer question called violating relation.

Example:

Husband: How much that new gown cost, darling?

Wife: Are you hungry honey? Let's eat

Here the wife turns to other topics to avoid answering her husband's questions.

- Violating manner

When the speaker gives ambiguous information to mislead the hearer called violating manner.

Example:

Husband: How a lot is that new costume cost, darling?

Wife: A tiny fraction of my salary, although possibly a higher fraction of the earnings of the girl that offered it to me.

The wife's reply above has violated manner due to the fact her reply is too lengthy and obscure. She possibly expects that through saying that, the case can be avoided.

## **2.2 Previous Research**

Chairunnisa and Natsir (2016) studied the kinds of maxims violation in The Hangover movie's script. They used the descriptive qualitative technique and restrained the major characters. The facts evaluation findings confirmed that there are 22 violations of maxim of quality, two violations of maxim of quantity, 9 violations of maxim of relation, and eight violations of maxim of manner. The purpose for the violations used to be to provide the lack of evidence, to lying to other speakers in hiding the truth, to save face the embarrassment, to present the strongest information, to represent what is in the speaker's mind, or to trick the audience or listener for making a joke.

Nasution and Sofa (2015) studied the sorts of maxims violation in The Spiderman two film used by using the major characters. The facts analysis findings confirmed that there are eight violations of maxim of quality, sixteen violations of maxim of quantity, 20 violations of maxim of relation, and 7 violations of maxim of manner. The cause for the violations used to be to hold a secret.

Hamonangan and David (2015) studied the kinds of maxims violation in The Avenger two movie. The statistics analysis findings confirmed that there are eight violations of maxim of quality, fifty-six violations of maxim of quantity, thirty-nine

violations of maxim of relation, and three violations of maxim of manner. The cause for the violations was once an approach to hide the fact and create humor.

Aritonang and Tesha (2015) studied the kinds of violation of maxim on Facebook status of college students in North Sumatra. The information evaluation findings confirmed that there are one violations of maxim of quality, seventeen violations of maxim of quantity, twenty-four violations of maxim of relation.

Sembiring and Pulungan (2014) studied violation maxims in *Awas Ada Sule* scenario comedy and taken from the internet. They observed 50 violation maxims in their research. And the consequences confirmed that all kinds of maxims had been violated; thirty- tree utterances violation maxim of quantity, seven utterances violation maxim of quality, seven utterances violation maxim of relation, and three utterances violation maxim of manner. The most dominant kind of violation maxims used to be the violation maxim of quantity.

Utami and Siregar (2014) researched the violation maxim on the solely major personality in the film *oz: the great and powerful*. There were thirty-eight violated maxims gathered as the facts and the descriptive qualitative design used to be used to analyze the data. The effects confirmed that all sorts of maxims had been violated: eighteen utterances violated maxim of quantity, two utterances violated maxim of quality, twelve utterances violated maxim of relation, and six utterances violated maxim of manner. The maxim of quantity is the dominant variety of maxim that used to be violated by character in this film.

Gultom and Gintings (2013) studied sorts of maxims violated in a humorous verbal caricature in *Kompas*, Method of their research is descriptive qualitative

research. They analyzed by interpreting the conversations and inspecting them based on the kinds of the maxim violated. From the data, it used to be located that the violation of the maxim of great is twelve, the violation of the maxim of extent is twenty-five, the violation of manner is fifteen, and the violation of the maxim of relevance is seven. The frequency and the share exhibit that maxim of quantity is the dominant kind of maxim which is violated.

### 2.3 Theoretical framework

The research started with an explanation about pragmatic as the roof analysis. It leads the data to be analyzed based on implicature and cooperative principle (CP) theory from Grice (1975). CP divide into four maxims which are maxim of manner, the maxim of relevance, maxim of quantity, and maxim of quality. Those theories were used to analyze the types of violating maxim and its implicature in “Knives Out” movie script.

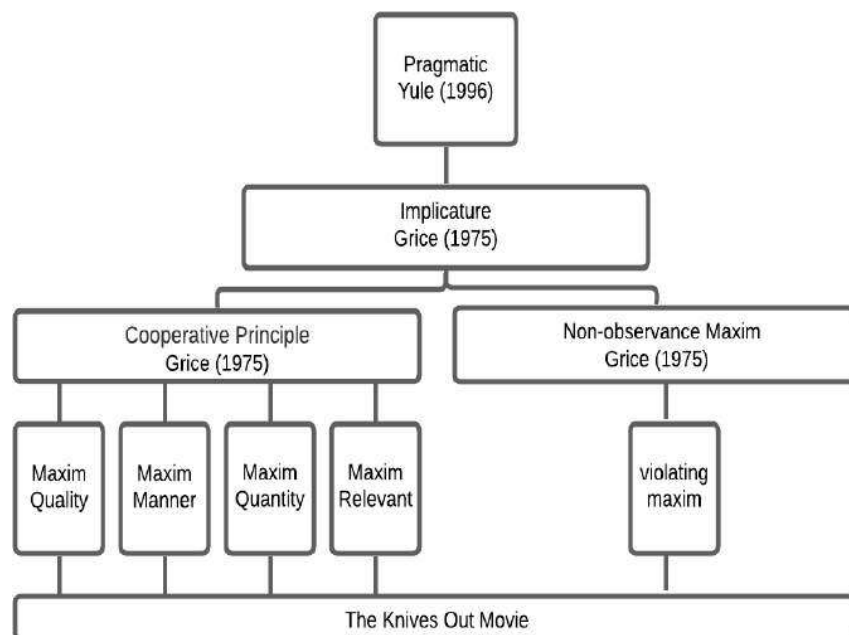


Figure 1 Theoretical Framework