

CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK

2.1. Pragmatics

Conversation is an activity that always occurs in every aspect of daily life. Every conversation, people have attention or purpose of delivering an idea or message, sometimes in the event of conveying that goal, the speaker tends to flout the maxim when the conversation takes place, which flouting the maxim is closely related to the pragmatics theory. In other words, flouting maxim is part of the study of pragmatics.

Pragmatics is a study of correlation between linguistics structure and its user; that is, words that literally relate to what the user of those words intended to express and deliver. According to Cutting (2002) states that Pragmatics inspects the meaning of language externally. In other words, Pragmatic is the scope of study where focuses on the speakers meaning, in Pragmatics human allows doing analysis such as assumptions, purposes, and goals while speaking, here, the interpretation will take part when the speaker deliver or understanding the words, based on the context and background during the conversation occur.

Furthermore, the definition about pragmatics has been put forward by some linguists such as Leech (1983) said that pragmatics is the study of meaning in utterances related to the speaker, the hearer and the situation which is concerned with context in the communication. Meanwhile Thomas (1995) defined pragmatics as a meaning in an interaction. Sometimes the definition of pragmatics has different perspective because the meaning is not something closely related to the word itself,

but rather to the context of speech involved and the interpretation of meaning from an utterance where comes from each participant.

The participants are expected to deliver the message and understanding the meaning due to get interaction precisely in communication. Therefore, to build the communication appropriate with the context, there must be a rule to take control strictly. The cooperative is a must for both speaker and hearer during its process by giving a contribution. In addition, Yule (1996) explained that, pragmatics is the study of the 'unseen' meaning, the reader has to observe what is meant even it does not clearly written, thus the reader must be able to depend on lot of assumptions and interpretations.

In conclusion, derive from explanations above it can be agreed that Pragmatics is a part of the linguistic study, deal with the ability of the speaker as the language user connect and harmonize between utterances and context. Hence, to create that harmonious communication, speakers are expected to understand the intended purpose and context contained in the conversation. Here pragmatics study is highly required in the use of language; this statement shows that pragmatics is attached from the use of language itself.

2.1.1. Cooperative Principle

Communication occurs if the speaker and the hearer are cooperated. The cooperate means when the speaker say something after that hearer get the meaning and give the contribution, thus the communication runs well. The user of language should pay attention toward principles prevailing in the communication to create a good conversation. Grice believed that there is a set of assumption guiding the conduct of conversation, and these assumptions may be formulated as guidelines

for efficient and effective use of language. According to Grice (1989) the guidelines are the four basic maxims of conversation which express a general cooperative principle. In analyzing the data obtained from this research, the researcher used this concept of the principle cooperation. These principles make a contribution as is required, at the stage at which occurs, by accepted purpose or direction of the talk exchange in which you are engaged (Birner, 2013). The principle is categorized into four maxims.

2.1.1.1. **Maxim of Quantity**

Participants contribute as informatively as is required for the current purpose of exchange. The speaker should not make the contribution more or less informative (Grice, 1989); it means the speakers' respond in conversation should be informative as its needed. Too put it simply, the speakers are expected not to give too little neither too much information. If the information provided is inadequate, it will risk the hearer not able to identify the meaning from the utterance; otherwise, if the information given is excessive, it leads the hearer to get bored. For example:

Sally : *Where is James going to?*
Mike : ***Oh, he is going to Sydney***

(Milad Ali, 2018)

from the conversation above, Mike answers Sally's question by giving information as required, his respond not too much and not too little too. Here, Mike obeys the maxim of quantity.

2.1.1.2. **Maxim of Quality**

Maxim of quality contributes to what speaker believes to be true (Grice, 1989). It means that, when conversation occur, the participant should give the right information; that information given should be truthful and appropriates with the

fact. Point of this quality maxim is the speakers have to create their contribution to be true and has the evidence. For instance:

Dave : *Jane, do you know where is my new magazine?*
Jane : ***I have brought it Dave; I am sorry did not to say to you previously***
(Safitri & Faridi, 2017)

Here Dave asks about his magazine that lose and he has forgotten where it located at. In this occasion Jane says that Dave's magazine is brought by her. Jane answers the question by saying the truth. The fact is his magazine really borrowed. Thus, in her utterances Jane obeys the maxim of quality.

2.1.1.3. Maxim of Relevance

In communication, each participant has to contributes the relevant information to the topic (Grice, 1989). This principle required the speaker give the relate information within a conversation. For instance:

Mey : *Where is my delivery package?*
Tora : ***It is in your table.***
(Zhang, 2016)

Tora's respond is represented as relevant towards the topic of the conversation. Tora asking with 'where' question, then Tora answer about the place that is 'your table'. So, Tora's contribution is relevant to Mey's question.

2.1.1.4. Maxim of Manner

This maxim of manner means that the participants required to be clear, avoid obscurity and ambiguity (Grice, 1989). Towards this principle Levinson (1983) gives explanation that the utterances which come from the speaker should be brief and orderly:

Derek : *Where was John last night?*

Mia : John went to night club and he got drunk

(Leech, 1983)

from the example above Mia has obeyed the maxim of manner. She gives a clear explanation by saying where John was and what he has done last night.

2.1.2. Flouting Maxim

The types of flouting maxim, there are as many as the number of theory Cooperative Principle as the basic idea which created by Grice. There are four types of flouting maxim: namely flouting of maxim quantity, flouting of maxim quality, flouting of maxim relevance and flouting of maxim manner. The following is a further explanation of those flouting maxim types.

2.1.2.1. Flouting of Maxim Quantity

Flouting of maxim quantity is the failure of the speaker to engage the maxim of quantity in the Cooperative Principles during the exchange. There the two factors, whether the speaker does not make informative as is needed or more informative than is needed. For example:

Sally: I hope you brought wine and steak.

*Jean: Ah, **I brought the wine.***

(Milad Ali, 2018)

In the example above, Jean tries to inform the thing that she does not bring. She deliberately gives insufficient information toward Sally's utterance; thus, as the hearer, Sally is expected to receive the implied meaning from Jean. Because she does not give the appropriate information, Jean's statement classified as the flouting of maxim quantity.

2.1.2.2. Flouting of Maxim Quality

Flouting maxim of quality is formed when the speaker says something that does not express what they really think. The speaker fails to accomplish the maxim of quality, which the speaker required to contribute such a piece of accurate information, not saying that for which the speaker is short of sufficient evidence, also not conveying what is believed to be false.

The illustration of flouting maxim quality that breaks the maxim requires a speaker to say what she/he believes to be true as in the following dialogue.

Jessie : *Look. Winter has come.*

Erick : *Yea. suddenly, **my room becomes a fridge now.***

(Brumark, 2005)

Both speakers discuss related to the weather. Through his comment, Erick has been flouting maxim of quality, because he says something that is not true. In that conversation, there is a hidden message, from his utterance Erick tries to express his agreement and inform Jessie that his house is freezing as a refrigerator.

2.1.2.3. Flouting of Maxim Relevance

Flouting of maxim relevance develops when the interlocutor fails to be relevant during the conversation. In some cases, even the speaker being irrelevant; it does not mean they purely do not be relevant. Sometimes, it happens because the interlocutor wants to hide something or deliver information to others circumstantially. For instance:

Elsa : *Angie, the bell is ringing.*

Angie : ***I am on the phone!***

(Qassemi, Ziabari, & Kheirabadi, 2018)

In that discussion above, Angie replies to an answer which is out of the topic, consequently, she flouted the maxim of relevance by being irrelevant. In this case,

Elsa is intended to understand Angie's unstated message, that Elsa is expected to open the door, because Angie is in talking on the phone.

2.1.2.4. **Flouting of Maxim Manner**

Flouting of the maxim manner is the result when the speaker fails to observe the maxim by deliver an ambiguity word, not being brief and orderly also, using an obscure language, whether the speaker intends to make it or not. An example of this flouting of maxim manner is presented in the following conversation:

Mike : Let's go to movie tonight?
Anna : I got zoom meeting, and it might end at 9 pm.
(Leech, 1983)

Based on Anna's utterance, there is an ambiguous sentence that has two meanings. First, it can be meant Anna rejects Alan's invitation to go to a movie, or the second, it can be meant she is able to go out after her meeting is done. Thus, the sentence from Anna is classified as the flouting maxim of manner.

2.1.3. **Reason of Maxim Flouting**

The interlocutors tend to carry out the flouting of maxim of cooperative principle in terms of delivering an implied meaning to the hearer. As Leech and Thomas remark in Mey (1983) people are able to break one of conversational maxims or intentionally flouts the maxim to lead the listener find out that hidden meaning. In other words, flouting gently leads the listener to assume more than one conversational implicature in exchange.

According to Mey (1983) flouting the maxim occurs due to many reasons. There is no limitation of the reason of flouting maxim, it would be depending on the situation. Speakers can break or flouting the maxim in the same situation for different reason. In spite of that, speakers also able to flout two different maxims for the same reason.

Towards the reason of this flouting maxim, in his book Leech (1983) mentioned some illocutionary functions of politeness. In the society, sometimes people communicate by saying something with hidden meaning in order to act politely, that function is related to the reasons people flout the maxim in cooperative principle. Also, the principle of politeness which is a small part of the flouting maxim where people being polite although their contribution becomes overstate or not relevant. Hence, in this situation, the reason for the flouting maxim is identically similar to the illocutionary function of politeness. The following reasons are the factors that may lead people to flout the maxims of the cooperative principle:

2.1.3.1. **Competitive Reason**

Competitive reason takes place when the illocutionary goal competes with the social goal such as: asking, demanding, ordering and begging (Leech, 1983). Here, the purpose of illocutionary is a self-centered goal, which is more concerned with each person's self and does not care about others. In other words, this reason contrasts with social goal, to bring advantage to others. As the result, there is the competition between the illocutionary goal and social goal. An example of competitive reason is in the following dialogue:

Elsa : *Angie, the bell is ringing.*
Angie : ***I am on the phone!***

(Tajabadi et al., 2014)

Based on the conversation above, there is a competition between the Angie's illocutionary goal and her social goal. Her social goal is helping Elsa to open the door, while her illocutionary goal is to finish her own activity. In this case Angie understands the situation that Elsa asked her to check who is in front of the door,

however she intentionally flouts the maxim of relevance by saying "I am on the phone" because she refused to open the door.

2.1.3.2. Convivial Reason

Convivial reason for flouting maxim occurs where an illocutionary goal coincides with the social goal as in offering, inviting, greeting, thanking and congratulating (Leech, 1983). There is no disadvantaged side; both self and society are happy getting advantage from an utterance.

Esther : You got a perfect score for your last exam.
Vivi : **It's also you in charge.**

(Austin, 1975)

Based on the dialogue, the social goal is that Vivi received the compliment; and the illocutionary goal is that she reacted to that compliment with thanking. Here, Vivi flouts the maxim of relevance to thank Esther for helping her on the last exam. Vivi does not concern about the compliment, she expresses her feeling of pleasure. There is no competition in that conversation, instead both sides aim to gain satisfaction in the talk, thus the reason for flouting the maxim here is classified as the convivial reason.

2.1.3.3. Collaborative Reason

As Leech (1983) explained that the collaboration occurs in conversation when the illocutionary goal is indifferent to the social goal. Such as reporting, announcing, asserting, and instructing. In this situation, the illocutionary goal and the social goal are work together for a purpose of giving understanding. The conversation below is the example of flouting maxim with a collaborative reason:

Sally : I hope you brought wine and steak.
Jean : Ah, **I brought the wine**

(Austin, 1975)

In the exchange above, Jean flouted the maxim of quantity because she wants to inform to Sally that she does not bring any steak. Her illocutionary goal is reporting what he has done. In this case, the context supports Jean's respond, thus Sally understands the intended meaning from Jean.

2.1.3.4. **Conflictive Reason**

This conflictive reason takes place when the illocutionary goal of conversation conflicts with the social goal (Leech, 1983). Threatening, accusing, cursing, reprimanding and others are some examples of conflictive reason. There is distinctive purpose between illocutionary goal and the social goal. For example:

Ryan : How's the dinner?

*Betty : Yum, **this is lovely undercooked egg you've given me here, as usual.***

(Brumark, 2005)

In that dialogue, Betty flouts the maxim of quality and intentionally hurts Ryan. The social goal is complimenting Ryan, meanwhile, the illocutionary goal is saying what she feels without caring about the others' feelings. The use of the 'lovely' word becomes the conflictive thing; it contrasts because the meal is not really lovely and also Betty wants to reprimand Ryan. As the result, Betty's utterance is categorized as the conflictive reason.

2.2. Previous Study

The researcher used some people works which related with to the topic that have been discussed as comparison and references. First, the use of Grice's cooperative maxims in oral arguments at the dispute settlement council in Iran by Tajabadi, Dowlatabadi, & Mehri (2014). In their study aimed to find out what cooperative maxims most observe and most violate. The data were taken from

Persian speakers committed into oral debates at the Council of Dispute Settlement in Iran. Data were collected through observational method and supported by recording technique. Data were analyzed by using the pragmatic identify method referring to Grice's theory about cooperative principle. After analyzing data, the researchers found that the maxim of quantity and maxim of relevance were the most violated two during the dispute, meanwhile the maxim of quality and maxim manner were most observed.

In the first previous research, the researcher found the similarities and differences. The similarities are the researcher uses the theory of cooperative principle purpose by Grice and yet the same method of collecting data. The differences are the researcher focuses on flouting maxim only in this research, as well as the difference in the object of the research, the researcher used podcast in ABC News as object in this research.

Second research is by Brumark (2005) non-observance of Grice's maxims in the family dinner table conversation. The objectives of this research were to identify and describe term of non-observance (flouting or violating) of Grice's maxims in family dinner conversation. This research used descriptive method; data were taken from recording of utterances which contained non-observance in 19 families during dinner conversation. The collected data were identified and classified into some groups between parents and children, the qualitative analyzed that fathers more often than mothers used hints for socializing purposes and then older groups seemed to break the maxims often.

In the second previous research, the researcher also found the similarities and differences. The similarities are the researcher uses descriptive research; in the

same way the research also uses Grice's theory. Then the differences are found in the object of the research, in the second previous research used family dinner conversation meanwhile the researcher uses the conversation in podcast at ABC News as object of the research, in that study also focused for both flouting and violating maxim.

Third is an analysis of flouting of Grice's cooperative principle by native and non-native speaker in English in *Insight with Desi Anwar* talk show by Safitri & Faridi (2017). Object of this research is to distinguish the types of flouting Gricean cooperative principle by native and non-native speakers of English interviewees on that talk show. This research used descriptive qualitative research. The data used in this research were taken from guests' utterances in the talk show.

Based on the third previous research above, there are similarities and differences which the researcher found. The similarities are the researchers used the descriptive method, and the same used the Grice's flouting maxim theory. Meanwhile, the differences are the researchers used talk show as object of the research and to find out types the host's repair strategies, while in this research use the utterances in the conversation at *Coronacast* podcast by ABC News as object of the research.

The fourth research is an analyzing of cooperative principle in business letter by Zhang (2016). The objectives of this research were to identify and define term of observance and non-observance (flouting or violating) of Grice's maxims in English business letter. This research used descriptive method; the data used in this research were taken from some written English business letters in China.

Based on the fourth previous research above, there are similarities and differences which the researcher found. The similarities are the researchers used the descriptive method, and the same used the Grice's cooperative theory. Meanwhile, the differences are the researchers used written business letter as object of the research and also to find out types of repair strategies used by the host, while this research use the utterances in the conversation at *Coronast* podcast by ABC News as object of the research.

The fifth research is an analysing of Grice's cooperative principle in news report of Tehran Times by Qassemi, Ziabari, & Kheirabadi (2018). Object of this research is to describe the types of violation and observance Gricean cooperative principle in news report at *Tehran Times* newspaper. This research used descriptive analytical research. The data used in this research were taken randomly of 120 news stories from that newspaper.

In the fifth previous research, the researcher also found the similarity and differences. The similarity are the researchers used the theory of Grice's Cooperative theory. Then the differences are found in the object of the research, in the fifth previous research used news report in newspaper, meanwhile, the researcher uses the conversation in podcast at ABC News as object of the research, in that study also focused for both flouting and violating maxim.

2.3. Theoretical Framework

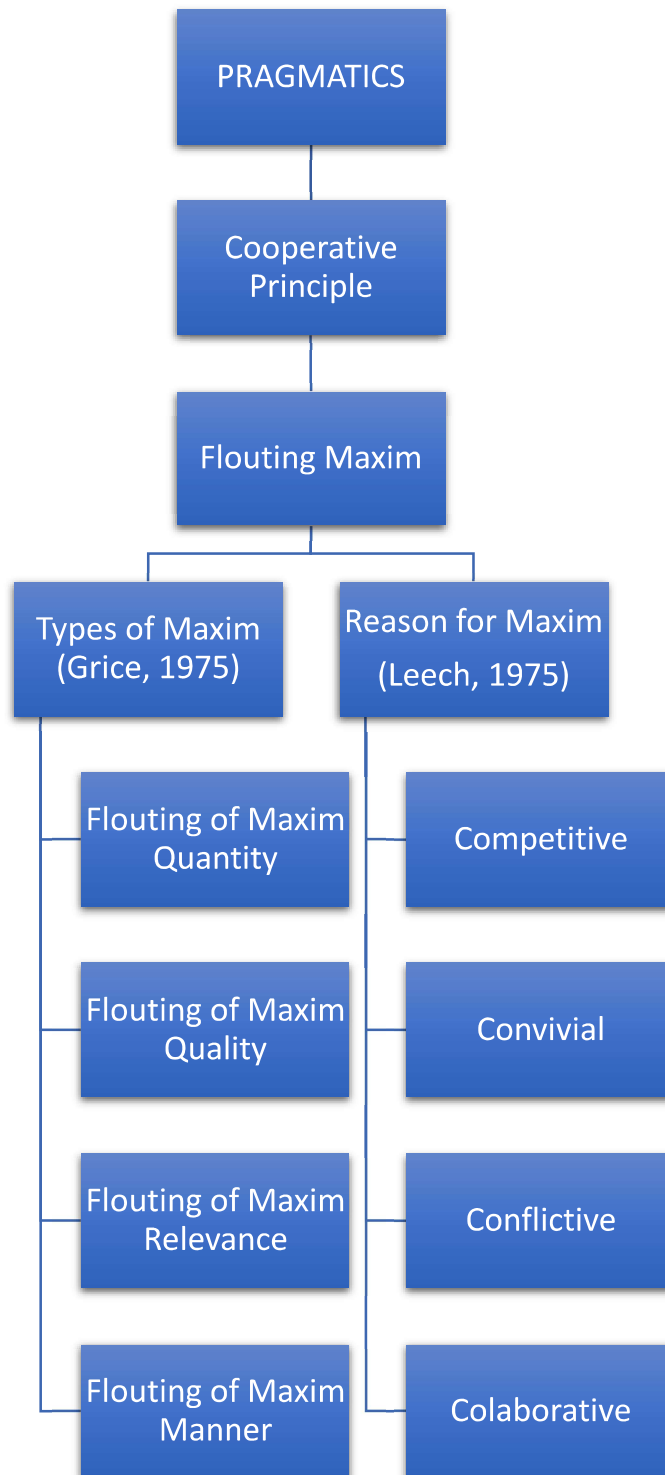


Figure 2. 1 Diagram of Theoretical Framework

The theory of cooperative principle is a part of pragmatics study, and flouting maxim is an act of break the rules while the speaker give contribution in conversation. There are two different ways to break the rules in conversation, firstly by doing flout the maxim and secondly by doing violate the maxim. In this research focuses on flouting maxim uttered by the speakers in Coronacast podcast from ABC News.

By flouting the maxim in conversation, people are deliberately disobeying the rules of cooperative principle. The speaker possibly flouts one or more maxim of the cooperative principle. To answer the objectives of this research, the researcher used the theory of flouting maxim by Paul Grice. According to his theory, there are four types of flouting maxim: quantity, quality, relevance and flouting the maxim of manner.

Furthermore, in some cases, the speakers have some reasons while doing that flouting maxim. Due to answer the second objective of this research, to find out about the reasons of flouting maxim, the researcher used the theory of Illocutionary function from Geoffrey Leech. Here, the reasons of flouting maxim classified as the competitive (ordering, asking, demanding, begging), convivial (offering, inviting, greeting, thanking), collaborative (asserting, reporting, announcing, instructing), and conflictive (threatening, accusing, cursing, reprimanding).

In line with the explanation above, this flouting maxim is a manifestation of the social aspect in linguistics. The researcher used both theories to analyze in this research. By consolidating those two theories, this research expected to present the most comprehensive findings of flouting maxim in the Coronacast podcast.