

CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK

2.1 Pragmatics

One of the subfields of linguistic is Pragmatics. This study embraces the meaning of utterances in context. Birner (2013) stated that Pragmatics concentrates on the use of language in context and interprets language in a specific context. Yule (1996) said that Pragmatics is the exploration to find what the speakers intend meaning through out their utterances. Additionally, Kreidler (2013) explained that pragmatics is the study of how one's competence to obtain meaning from speakers in particular situation which are recognizing, relating, interpreting, and inferring the speakers' utterances.

From above explanation, it is important to understand Pragmatics in conversation to dig other meaning from what is uttered based on the context and situation. Pragmatics is used by revealing and discovering of what is unsaid by the speakers while they are communicating. And then the hearers interpret it into context they need to achieve a comfortable conversation. It can be seen that the hearers need to have the ability to understand what the speakers tend to say than their uttered words. When both speakers and hearers manage the interpretation, then they have achieved the cooperative conversation.

2.1.1 Cooperative Principle

Cooperative principle is the sub study of Pragmatics. Cooperative principle was developed by Herbert Paul Grice, an English philosopher. According to Grice (1975), cooperative principle is the standard regulating all cooperative communication in people. That is these are rules to make the conversation cooperative among speakers. This study is the rules to get the interpretation or meaning for the context that the hearers are trying to interpret from the speakers. Then, Grice developed four sub-principles called maxim. Maxim of manner, maxim of quality, maxim of relevance, and maxim of manner are the sub-principles.

By exposing above maxims, people perform the maxims different. First, they can observe the maxims and also not observing the maxims. Some people don't observe the maxims because they lack to understand it and some do it on purpose. Grice (1975) said that the failure of observing the maxims is by not obeying the rules purposely and coincidentally. There are four actions that related with not obeying the maxims they are violation, opting out, infringing, and flouting.

2.1.2 Types of Flouting Maxim

Cutting (2002) said that a speaker flouts maxims in order to expect hearers to know the unsaid meaning but he/she cannot manage to follow the maxims. Also, Black (2005) stated that people who flout the maxims are in truth aware of the cooperative principles and the maxims. That is to say the interlocutors prefer to flout the maxims to achieve a cooperative communication. Cruse (2006) added that a speaker can be considered obeying the maxims by flouting the maxims purposely to one or more maxims to accomplish convenient communication.

2.1.2.1 Flouting Maxim of Quantity

This action happens when speakers give too little or too much information than needed (Cutting, 2002). Below is the example of flouting maxim of quantity by Cutting.

A : “Well, how do I look?”

B : “Your **shoes are nice**” (Cutting, 2002)

As quoted above, speaker B flouts the maxim of quantity. B flouts the maxim by giving too little information for A. The answer is different from what is asked by A. Therefore, B’s answer implicates that A’s shoes is more fascinating than A’s looks

2.1.2.2 Flouting Maxim of Quality

According to Cutting (2002), speakers who flout the maxim of quality generally say utterances that don't represent what they mean, think, and the truth condition. There are also hyperbole, metaphor, irony, and banter to flout maxim of quality. Speaker tends to flout the maxim when they magnify their statements.

A : "What are you doing now?"
 B : "I am eating"
 A : "Are you hungry?"
 B : "**No, I am not**" (Andy & Ambalegin, 2019)

Above conversation showed that the hearer flouted the maxim of quality. It can be seen from previous utterances that the hearer (B) was eating and B answered the next question the opposite of the truth. B must be hungry so B decided to eat.

2.1.2.3 Flouting Maxim of Relevance

Speakers who flout this maxim look forward to hearer to discover the unsaid utterances and create link between their utterances and the next one (Cutting, 2002). Also, Thomas (1995) said that the conversation is done peripheral from the topic. Below is the example of flouting maxim of relevance

A: "Where's Bill?"
 B: "There's a yellow VW outside Sue's house" (Levinson, 1983)

If one sees it, B's answer is fail and out of topic from what is asked by A. By that, B has flouted maxim of relevance. Yet, the answer is still relevant to answer A's question. B implicating that Bill might be in Sue's house.

2.1.2.4 Flouting Maxim of Manner

People can be obscure when they are talking. To obey the maxim of manner, speakers need to obey the rules by being brief and avoid equivocal. In flouting maxim of manner, the speakers are being equivocal, not brief, and vague (Cutting, 2002). Below example of flouting maxim of manner distinctly showing dialog between a husband and a wife.

- Journalist : “I’m sure the readers would like to know... what it’s like to be a member of your family?”
- Jackie : **“Imagine a little boy surrounded by all this. Having his old brother die in battle and then going off to that same war and coming home a hero. People see that little boy, born to wealth, privilege, willing to sacrifice everything for his ideals and service to his nation”** (Setyowati et al, 2020)

From above conversation, it can be seen that Jackie had flouted maxim of manner. The speaker was not being clear and brief. Also the speaker seemed to utter something that was vague. The speaker utterances could make confused the interlocutor.

2.1.3 Strategies of Flouting Maxim

In flouting maxim, there are some backgrounds of why people flout the maxim. One of them is strategies. There are several strategies to flout the maxim. According to Cutting (2002) the strategies to flout maxims are giving too little information, giving too much information, irony, banter, metaphor, being irrelevant, being obscure, and using hyperbole. Each strategy is different to another. These strategies will be explained in down below.

2.1.3.1. Strategy to Flout Maxim of Quantity

A. Giving too Little Information

The first strategy to flout maxim is giving too little information. The strategies of flouting maxim happen when people give too little information or too much information particularly in flouting maxim of quantity. Cutting (2002) stated that this flouting maxim of quantity happens by giving unsuitable information when in conversation.

Po's dad : "The dram. What were you dreaming about?"

Po : "**What was i... eh, I was dreaming about uh.. heh.. noodles**"
(Hamani & Puluhulawa, 2019)

It can be seen from above utterances that the speaker gave too little information. The speaker didn't finish his utterances which made him didn't give much contribution in that utterances

B. Giving too Much Information

The second strategy to flout maxims is giving too much information. Giving too much information is the strategy to flout maxim of quantity. This strategy makes the speakers give details, information, and knowledge in utterances more than it asked (Cutting, 2002).

Mother : "Last time we time to tried to take a trip will had a problem just like this"

Kevin : "**I don't care for your choice of words that's not what happened buzz apologize to you**" (Lestari, 2019)

From above utterances, the hearer was considered had flouted maxim of quantity. Therefore, the hearer gave too much information as the strategy to flout the maxim. Kevin uttered information more than he was asked from the speaker.

2.1.3.2. Strategy to Flout Maxim of Quality

A. Using Hyperbole

The third strategy is the strategy to flout maxim of quality. There are banter, irony, metaphor, and hyperbole as strategies to flout maxim of quality (Cutting, 2002). For doing this strategy, the interlocutors utter something that they know with another statement or in simple way they don't say the truth. Simply put, to do that speakers amplify, exaggerate, and embellish their statements.

Po : "Dad, dad, dad, it was just a dream"

Po's dad : "No, it **was the dream. We are noodle folk. Broth runs through our veins**" (Hamani & Puluhulawa, 2019)

In above conversation, Po's dad was considered to use hyperbole as the strategy to flout maxim of quality. By saying broth runs through our veins, the speaker exaggerated the context and with no proof.

B. Using Metaphor

The fourth one is also used as the strategy to flout maxim of quality. If one wants to compare two unlike things, ideas, or statements that have same typical, that's when speakers used metaphor as the strategy to flout maxim of quality. It can be said that a speaker describes one thing with another thing that has same characteristic. The example of this strategy can be seen below

Kevin : “I’m not gonna apologize to Buzz. **I’d rather kiss a toilet seat!**”
 Mother : “Yeah get your wish last years may be you with this year”
 Kevin : “I hope so!” (Lestari, 2019)

From above utterances, it can be seen that the speaker (Kevin) compared two different things which were Buzz and toilet seat. According to Kevin both of them had one thing that typical. In the end, the speaker finally chose the toilet seat than Buzz.

C. Using Irony

The fifth strategy is irony. Irony is used as the strategy to flout maxim of quality. According to Leech (2014), irony is a way to be rude in a less way. Cutting (2002) explained that irony is typical when a speaker displays a favorable attitude while implying a negative one. Simply put, it is used by interlocutors to utter something different from the real fact, condition, and feelings. This can be also said that speakers utter nice and lovely about things but not true in real condition and fact.

Anna : “You’ve got to help. Jesse got arrested”
 Campbell : “ I’m not his lawyer”
 Anna : “ But can’t you be?”
 Campbell : “**Why don’t you call your mother, I heard she’s taking new clients**” (Noertjahjo et al, 2017)

In above utterances, the speaker (Campbell) had flouted maxim of quality. The speaker tried to be rude and didn’t want to show it. Therefore, the speaker used irony strategy. His utterance implied that he tried to insult the hearer’s mother that she was the opponent party.

D. Using Banter

The next strategy is contrast with previous strategy which was irony. Banter strategy is used by interlocutors to utter something that is offensive but the intention is being friendly (Leech as cited in Cutting, 2002). This means the interlocutors try to show intimacy between them. Their utterances can imply many things like compliment, courage, and the opposite utterances. If the interlocutors are close friends, they can banter easily with each other back and forth. Additionally, banter can be used with siblings, parents, and relative.

James Rhodes : “Well. You guys really look like crap. Must’ve been a rough couple of years
 Sam Wilson : “Yeah well, **the hotels weren’t exactly five star**”
 (Nurjannah et al, 2020)

It is clear from above utterances that the hearer used banter to reply from the speaker. His utterances indicated opposite meaning from what he had said. The hearer’s utterance meant that the hotel was not uncomfortable.

2.1.3.3. Strategy to Flout Maxim of Relevant

A. Being Irrelevant

The next one is the strategy to flout maxim of relevance. Cutting (2002) said that the hearers are expected to make correlation from utterances that are not uttered or out of topic with the next one. Simply put, the interlocutors flout the maxim with uttering something out of topic and being irrelevant from what the topic is. Yet, their implied meaning is still on that topic and relevant with other interlocutors so still can be understood.

Stephen Strange : “Seriously? You don’t have any money?”
 Wong : “**Attachment to the material is detachment from the spiritual**” (Nurjannah et al, 2020)

It can be seen the hearer was being irrelevant to the utterance. The speaker asked about money yet the hearer uttered something out of topic which was material. Thus, the hearer had flouted the maxim of relevance by being irrelevant.

B. Changing the topic

The second strategy to flout maxim of relevance is by changing the topic. The strategy of flouting maxim by changing the topic indicates the interlocutors are not into the current conversation, don’t like the conversation, don’t feel uncomfortable, not interested to the topic, or just want to end the conversation.

Ellen : “And you’re only 24, right? So to achieve all this by the time you’re 24...”
 Ben : “**I’m just going to go to bed now**” (Trang & Hoa, 2020)

From above conversation, the hearer Ben had changed the topic from the conversation. Previously, the speaker asked about his journey in film industry. By changing the topic, it can be seen that Ben’s journey was hard and not easy.

2.1.3.4. Strategy to Flout Maxim of Manner

A. Being Obscure

The last strategy is the strategy to flout maxim of manner. As its name, the speakers are being obscure or ambiguous when in conversation. Also, to add it, they also are not being brief in giving back information. Simply put, the speaker utters something that the hearer interprets it in many meaning because the information is

ambiguous. Furthermore, Cutting (2002) said that this strategy is used when interlocutors don't want the third party to involve in the conversation and the interlocutors want the conversation just between them. Therefore, the hearer is hoped to understand the implied meaning.

Ellen : “So when are you turning 40? Soon, right?”

Tiffany : **“I’m never going to be 40, but I am turning 21 for the 19th year really soon. In December ill be 21 for the 19th year”** (Trang & Hoa, 2020)

From above utterances, Tiffany was being obscure when talking. The speaker was not being brief and clear from what she asked. Therefore, the speaker was considered to flout the maxim with the strategy of being obscure.

B. Not brief

Cutting (2002) stated that interlocutors are to be brief in communication. In flouting maxim of manner, the strategy is being not brief in conversation.

Tom : “But Maddie, are you sure you’re okay with this?”

Maddie : **“Thomas Michael Wachowski, what did you do the entire time I was in veterinary school?”**

Tom : “I worked a second job to pay the rent and a third...” (Munthe & Ambalegin, 2021)

It can be seen that the Maddie had flouted maxim of manner. She was not being brief.

From her utterances, it implies that she was worried for Tom.

2.2 Previous Research

Flouting maxim analysis has done by some researchers. First research is from Kharismawanti & Basuki (2021). In that research, flouting of maxim was analyzed in TV series Mom. All characters' utterances are analyzed to find the types of flouting maxim, the strategies, and the reason to flout the maxims. Descriptive qualitative method was used for the research method. Quantitative and qualitative methods were applied in that study. There were found 99 data of flouting maxims and five strategies used for flouting the maxims. Irony, metaphors, being irrelevant, using hyperbole, and being obscure were used as the strategies to flout maxims. Flouting maxims of quantity in that research were found 18 data. There were also 13 data of flouting maxim of relevance. To flout maxim of manner, the data that found were 9. The reasons to flout the maxims from that study were to offend or to hurt the hearer.

Novera et al (2021) discussed flouting maxim in Brooklyn Nine-Nine. It is exposed that the aim was to identify types of flouting maxims in that data source and to find the context used in that data source. All types of flouting maxims were found in that research. Those were flouting maxim of quantity, flouting maxim of quality, flouting maxim of relevance, and flouting maxim of manner. The context to flout maxims in that study was interlocutors should understand the implied meaning from what was spoken.

Lasiana & Mubarak (2020) studied the flouting maxim found in Ruby Spark movie. Utterances of the characters were reviewed to find the types of flouting

maxim. It was found there were 16 data. To collect the data, that research used observation technique. In that study, there were found all types of flouting maxim. Maxim of quantity was the top in the rank to be flouted which was 8 data. Maxim of quality was the lowest to flout with only 1 data found.

Next comes from Nurjannah et al (2020) examining flouting maxim in a movie entitled *Avengers: Infinity War*. With the intention of that object research, the types of flouting maxim and the strategies were the aims of that research. From that, there were found all variety of flouting maxims. Flouting maxim of quantity was found quite used. Not only that, were ten types of strategies identified too. The characters in that data source used overstatement strategy over and over.

Marlisa & Hidayat (2020) is the fifth previous study. In that research, the objectives of that study were to find types of flouting maxim and to reveal reasons of flouting maxims. Talk show entitled Good Morning America was the data source to analyze all the objective studies. Descriptive qualitative was the method of that study to describe the context of the utterances and conversation. After all, the results were found was flouting maxim of quantity and manner were the highest to use in that study. The reason of flouting maxim in that study were to reach entertainment situation and to add details of information.

Setiawan & Haryani (2020) analyzed types of maxim flouting done by the characters in Pikachu movie. That research also revealed and explained the motives of maxim flouting used by the main characters which were Pikachu and Tim

Goodman. Descriptive qualitative method was applied as the research method. Simply put, the results are all types of maxim flouting were found in the movie. Flouting of maxim quality was the most used type in the movie. Flouting maxim of manner was the least type to use in that study. Furthermore, there were also found the motives of flouting maxim which were competitive motive with 16 data, collaborative motive with 6 data, four data were as convivial motive, and lastly 9 data were found as conflictive motive.

The last previous study came along from Wahyudi et al (2020). Their objectives were to find and analyze the types of flouting maxim and the effects of flouting maxims. Classroom interaction was the data source. For that study, those researchers used five equipment to collect the data. They were observation interview, checklist, questionnaire, field note, and script from recorded video. It was found the results were four types of flouting maxims occurred by teacher and students along the interaction in classroom. Last, there was found four adverse effects of flouting maxim.

From previous studies' explanation above, it was seen there are similarities and differences with this research. The similarity is the objective which is flouting maxim and the theory used also same from Grice (1975). Data source is the difference. From all above, the data source were different and not the same. There were movie, class interaction, TV series, and talk show. Simply put, this research used *Justice Society: World War II* movie as the data source to find the flouting maxims committed by the characters.

2.3 Theoretical Framework

This research starts with pragmatics approach as the eye opening of the sub topic. Flouting maxim is the sub topic of this research. Types and strategies are the object of this research. In order to analyze this object, Grice (1975) theory of cooperative principle is applied to find and explore the types of flouting maxim. They are flouting maxim of quality, flouting maxim of quantity, flouting maxim of manner, and flouting maxim of relevance. Next object the research will use Cutting (2002) theory to find the strategies to flout the maxims. They are giving too much information, giving too little information, giving too much information, irony, banter, metaphor, being irrelevant, being obscure, and using hyperbole. These theories will be applied to analyze the object of the research in utterances that are uttered by the characters in Justice Society: World War II” (2021) movie.

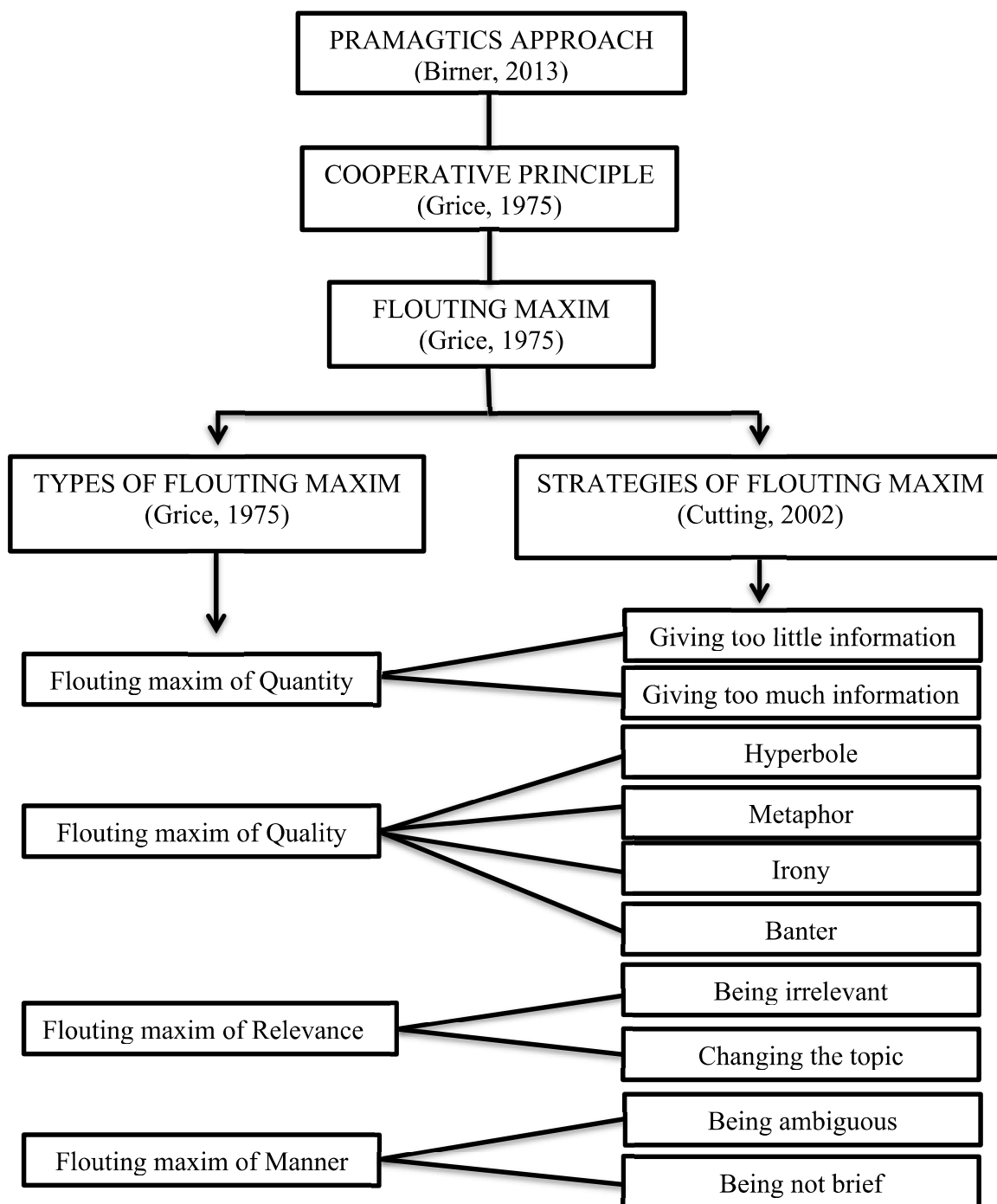


Figure 2.1 Theoretical Framework