

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK**

#### **2.1 Pragmatics**

Pragmatics is a discipline of linguistics that investigates the meaning of what people say in conversation. Yule (1996) stated that the study of how a hearer interprets what a speaker says is known as pragmatics. Simply, it is how the way the hearer analyzes what the speaker means by the utterances. Levinson (1983) mentioned that pragmatics is the study of language from a functional standpoint, with the goal of describing aspects of linguistic structure through non-linguistic influences and causes. Therefore, pragmatics is related to the principles of language usage in communication and how the way meaning is intended in utterances.

In communication, the importance of understanding pragmatics is to interpret the speaker's meaning based on the context and situation. Basically, pragmatics study is applied in order to make people avoid misunderstanding in communication. Yule (1996) declared that this form of research needs a knowledge of what the speaker is saying in a certain context, as well as how the context effects what is stated. Simply, Pragmatics is the study of language based on contextual meaning. Pragmatics is applied by analyzing the utterance that is spoken by the speaker.

From the explanation above, it can be seen that pragmatics is one of the linguistics branches that is used as an approach. It concerns the usage of language

and the contextual meaning in communication. It involves the speaker, the meaning, and the context in communication. Pragmatically, one of the phenomena that is related to the language and the speaker meaning is flouting maxim.

### **2.1.1 Cooperative Principles**

The cooperative principles can be found in daily conversation. Grice (1975) stated that people have to consider making the conversational contribution that the agreed-upon objective or direction of the discussion engagement in which you are participating requires at the time. According to Grice (1975), this principle consists of four maxim that must be followed in order to create a cooperative communication. They consist of maxim of quantity, maxim of quality, maxim of relation, and maxim of manner. There are two kinds of cooperative principle, which are observance of maxims and non-observance of maxims.

The speaker and the listener should follow the rules of four maxims in order to achieve cooperative communication is called as observance of maxim. Meanwhile, non-observance of maxim occurs when both the speaker and hearer frequently disobey the cooperative principle in a conversation. It may be stated that both the speaker and hearer disobeyed the maxims. Non-observance of maxims occurs when the speaker and hearer are unable to fulfill the four sub-principles. According to Grice (1975), maxim non-observance can be classified into four types. They are violating maxims, opt out maxims, infringing maxims, and flouting maxims.

### 2.1.2 Flouting Maxims

Grice (1975) stated that when the speaker flouts the cooperative principles, this is known as flouting maxims. In the strictest sense, flouting maxims happens when a speaker breaks the rules of cooperative principles, resulting in uncooperative communication. The types and reasons of flouting maxims will be explained below.

### 2.1.3 Types of Flouting Maxims

According to Grice (1975), flouting maxim is divided into four types. They are flouting the maxim of quantity, flouting maxim of quality, flouting maxim of relation, and flouting maxim of manner.

#### A. Flouting Maxim of Quantity

The term flouting the maxim refers to a speaker who does not surely follow of the quantity maxim. Typically, the speaker provides less or more information in the utterance than is needed. Below is an example of flouting the quantity maxim.

A : Well, how do I look?  
 B : **Your shoes are nice...**

(Cutting, 2002)

From the conversation above, it is obvious that B disobeyed the quantity maxim because his response was less detailed than was required. A asked about her whole appearance, but B answered the question by giving his opinion related

to A's shoes that she wore. Since B failed to fulfill the rules of the maxim of quantity, it can be concluded that B flouted the maxim of quantity.

### **B. Flouting Maxim of Quality**

When a speaker disobeys the rules of the quality maxim, it is known as flouting the quantity maxim. It might happen when the speaker makes an untruthful statement. The following is an example of a quality maxim being disobeyed.

A : What if the USSR blockades the Gulf and all the oil?  
 B : **Oh come on, Britain rules the sea.**

(Levinson, 1983)

The conversation above happened between A and B. Because B's utterance was plainly false, it can be confirmed that B broke the quality maxim. A asked what if USSR the Soviet Union blockades the Persian Gulf and all the oil during the war, but B answered with an ironic statement that Britain rule the seas. In fact, Britain does not rule the seas. B failed to obey the rules of the maxim of quality, so that B flouted the maxim quality.

### **C. Flouting Maxim of Relation**

A speaker can be said to be flouting the relation maxim if they do not follow the rules. Usually, the speaker's next word has nothing to do with the previous statement. One example of flouting a relation maxim is shown below.

A : So what do you think of Mark?  
 B : **His flatmate's a wonderful cook.**

(Cutting, 2002)

From the interaction above, it is clear that B flouted the relation maxim because the response was unrelated to A's earlier question. In that conversation, A asked about Mark. Instead of giving his impression about Mark, B mentioned about Mark's flatmate. Since B failed to fulfill the rules of the maxim of relation, it can be stated that B flouted the relation maxim.

#### **D. Flouting Maxim of Manner**

Flouting maxim of manner is a condition when the speaker cannot follow the rules of manner maxim. It might happen when the speaker does not give clear information. Following is one of the examples of flouting maxim of manner.

Interviewer: Did the United States Government play any part in Duvalier's departure? Did they, for example, actively encourage him to leave?

Official : **I would not try to steer you away from that conclusion.**

(Thomas, 1995)

The conversation above happened between an interviewer as the speaker and an official as the hearer. It can be seen that the hearer flouted the maxim of manner because he gave an unclear statement related to the question from the speaker. The speaker asked if United States Government did something in Duvalier as the president of Haiti. Instead answered with 'yes or no', the hearer gave an unclear statement and made his utterance became ambiguous. The hearer failed to follow the rules of the maxim manner, so that the hearer flouted the maxim of manner.

### **2.1.4 Reasons of Flouting Maxims**

Thomas (1995) stated that people may completely ignore a maxim because they are unable to speak properly or because they are attempting to deceive others. Simply, people that fail to observe the maxim is not because they do not obey the cooperative principles, but because they have some reasons as follows.

#### **A. Reasons of Flouting Maxim of Quantity**

1. To explain more.

In order to make the utterance understandable for the hearer, the speaker often gives more information about the topic that they discuss. Thus, people tend to give more information in their utterances to make the hearer understand about it well, but unconsciously the speaker flouts the maxim of quantity.

2. To stress something.

The speaker always gives more information in the utterance to make the intended meaning clearly understandable for the hearer. In order to make the hearer understands about the intended meaning well, the speaker keeps giving much information in the utterances. Thus, it finally caused uncooperative communication.

3. To expect something.

Because the speaker expects something from the listener, the speaker will sometimes say additional words to show something in the utterance.

People tend to give additional utterances because they expect something from the hearer. Hence, they unconsciously flout the maxim of quantity.

4. To show panic.

People always flout the maxim when they ask a question that makes them panic and always answer the question with another question. When people in a panic condition, they tend to answer the question by giving another question. Therefore, it finally can lead to uncooperative communication because the rules of cooperative principles are broken by the speaker.

## **B. Reasons of Flouting Maxim of Quality**

1. To convince the addressee.

Sometimes, people break the rules of the quality maxim because they want to convince the hearer about something. The speaker does not want the hearer to feel bad about something, so the speaker answers the question from the hearer with an untruth statement. Therefore, the speaker flouts the maxim of quality because the speaker does not tell the truth.

2. To cover something.

People always flout the maxim of quality because they want to cover something and do not want the hearer to feel bad. The speaker tends to give untruthful utterances in a conversation because the speaker wants to cover something from the hearer. It can happen when the speaker does not want to offend the hearer if the speaker tells the truth. Thus, the speaker tells

lie in order to make the hearer does not feel bad and unconsciously it leads to uncooperative communication.

3. To hide something.

People always break the rules of the quality maxim is because they want to hide something from the hearer. The speaker tends to provide untruth statement in the utterances because the speaker wants to hide something from the hearer. It can be happened when the speaker wants the hearer does not feel bad about something, so that the speaker chooses to tell lie. Thus, it finally leads to uncooperative conversation.

### **C. Reasons of Flouting Maxim of Relation**

1. To change the topic.

People frequently break off conversations because they do not like to share any information, therefore they change the subject while responding to the inquiry. The speaker tends to change the topic of the conversation because the speaker does not want to answer the question that is given. It can be happened when the question is very sensitive for the speaker. Thus, the speaker finally flouts the maxim of relation.

2. To give additional information.

In order to make the utterance clearly understandable for the hearer, the speaker always gives unnecessary additional information in the utterance. The speaker tends to give unnecessary additional information in a conversation to make the hearer understands about the topic well and the



speaker wants to avoid misunderstanding. Hence, it finally leads to uncooperative communication because the speaker breaks the rules of cooperative principles.

3. To avoid talking about something.

Sometimes, people break the maxim of relation because they do not want to avoid talking about something. It can be happened when the speaker does not want to make the hearer feels bad. The speaker tends to give irrelevant statement in the utterance to avoid talking about something. It can be happened when the topic is very sensitive and the speakers does not want to make the hearer feels bad about it. Therefore, the speaker unconsciously flouts the maxim of relation and caused uncooperative conversation.

#### **D. Reasons of Flouting Maxim of Manner**

1. To get attention.

People frequently use the same word in a conversation to draw the hearer's attention. The speaker tends to repeat the same word in the utterance to get the attention of the hearer in a conversation. The word that is repeatedly spoken by the speaker can lead to an ambiguous statement and cause misunderstanding in the conversation. Thus, the speaker finally breaks the rules of cooperative principles by flouting the maxim of manner.

2. To be clear.

Sometimes, people break the rules of the manner maxim is because they want to be clear to the hearer about something. The speaker tends to give

an ambiguous statement in a conversation in order to make the hearer fully understands about something. Unconsciously, the ambiguous statement can lead to uncooperative communication. Therefore, the speaker breaks the rules of cooperative principles by flouting the maxim of manner.

## **2.2 Previous Research**

Natasya, Yuhendra, and Sari (2019) discussed the types of flouting maxims and the reason why flouting maxims appeared in the Finding Dory movie. The Finding Dory movie was employed as a data source in this research. This research implemented the descriptive qualitative method. It used the theory of cooperative principle by Grice (1975). According to the findings, there were 17 quantity maxims flouting, 1 quality maxim flouting, 16 relation maxims flouting, and 1 manner maxim flouting.

Nuzulia (2020) investigated the types and the most dominant types of maxims that flouted by Donald Trump in the interview with TIME in the Oval Office 2020. The data source was the transcript interview of Donald Trump with Time. The primary theory that used in this research was proposed by Grice (1975). The result revealed 11 utterances that flouted the maxim of quantity, 3 that flouted the maxim of relation, 2 that flouted the maxim of manner, and none that flouted the maxim of quality.

Hariyani and Setiawan (2020) analyzed the types and the motives of flouting maxim in Pokemon: Detective Pikachu movie. This research used the movie of Pokemon: Detective Pikachu as the data source. The cooperative

principle theory by Grice (1975) employed as the main theory. The result showed there were 8 cases of flouting the quantity maxim, 13 cases of flouting the quality maxim, 8 cases of flouting the relevance maxim, and 7 cases of flouting the manner maxim.

Marlisa and Hidayat (2020) discovered the types and the reasons of Flouting Maxim in Good Morning America talk show. The dialogue script from the Good Morning America talk show was used as the data source for this research. The main theory of this research was cooperative principle by Grice (1975). The result showed that there were 5 of maxim of quantity flouted, 2 of maxim of quality flouted, 3 of maxim of relation flouted, and 5 of maxim of manner flouted.

Helmie and Lestary (2020) also investigated the types and the reasons of Flouting Maxim in Home Alone 2 movie. The movie script was applied as the data source for this research. The theory of Grice (1975) used in this research as the main theory. The findings showed there were four maxims flouted in this movie, which were flouting maxim of quantity, flouting maxim of quality, flouting maxim of relation, and flouting maxim of manner.

Giriyani (2020) explored the types of flouting maxims in the Up! animated movie. The script of the movie used as the data source in this research. The main theory that used in this research was proposed by Grice (1975). The findings revealed that there were 6 flouted quantity maxims, 7 flouted quality maxims, 3 flouted relevance maxims, and 4 flouted manner maxims.

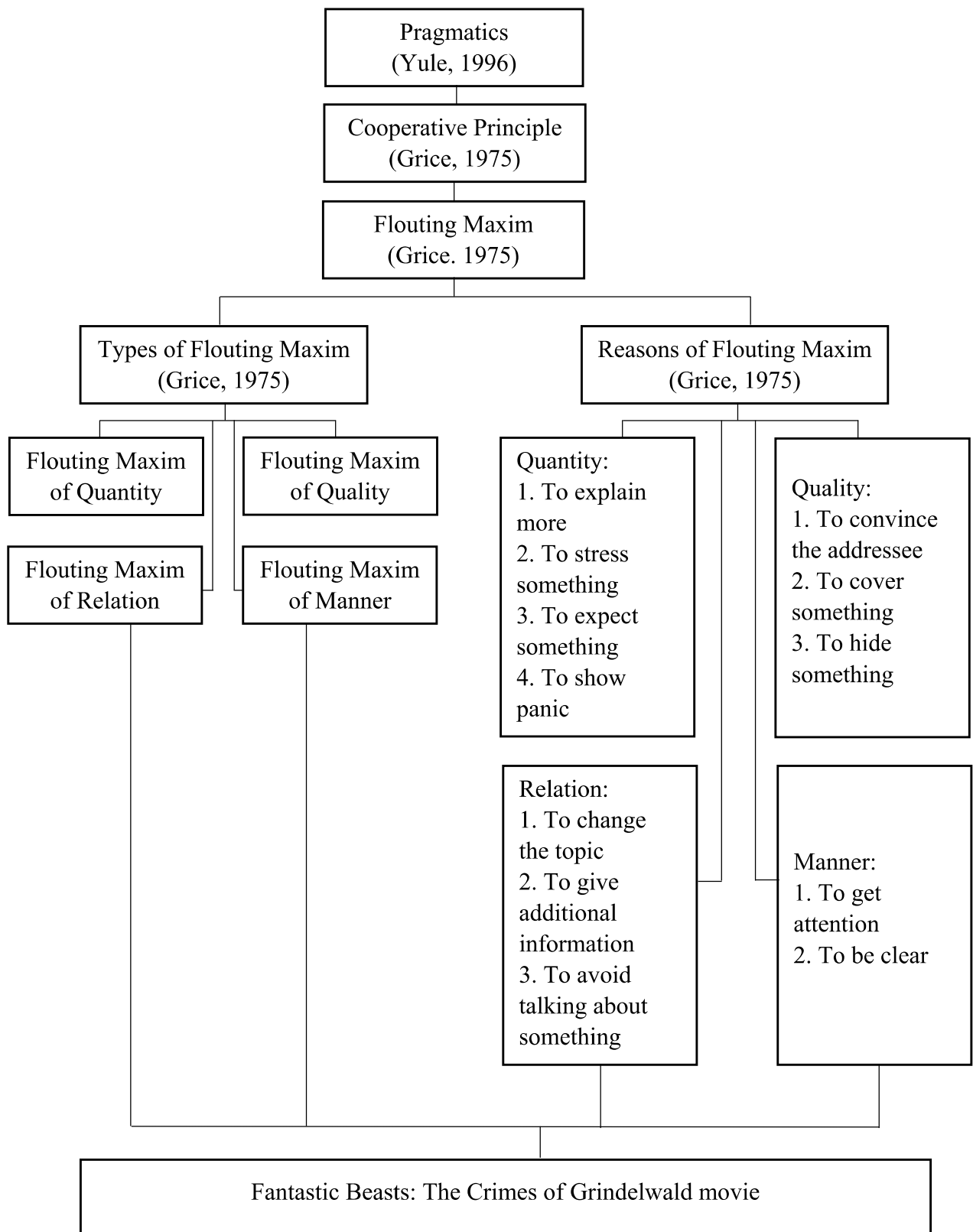
Jiwalno, Valiantien, and Setyowati (2020) found out the types of maxims that the characters in the Jackie movie flouted, as well as their motivations for

doing so. The script of Jackie movie used as the data source in this research. The main theory that was used in this research was proposed by Grice (1975). The result showed there were four maxims flouted in this movie, which were flouting maxim of quantity, flouting maxim of quality, flouting maxim of relation, and flouting maxim of manner.

The theory proposed by Grice (1975) was used in the previous research, and the present research will use the same theory. Furthermore, the data sources for the previous and present studies are different. The data source for this study was taken from the movie "Fantastic Beasts: The Crimes of Grindelwald", which had never been analyzed previously.

### **2.3 Theoretical Framework**

This research starts with an explanation of pragmatics as the approach of the research. The researcher chose flouting maxims as the topic of this research and focus on the types of flouting maxims by Grice (1975). The types of flouting maxims are flouting maxim of quantity, flouting maxim of quality, flouting maxim of relation, and flouting maxim of manner. This research analyzed the reasons of flouting maxims by Thomas (1995). Those are to explain more, to stress something, to expect something, to show panic, to convince the addressee, to cover something, to hide something, to change the topic, to give additional information, to avoid talking about something, to get attention, and to be clear. The movie of "Fantastic Beasts: The Crimes of Grindelwald" will be analyzed by using both theories.



**Figure 2.1 Theoretical Framework**