

## **CHAPTER II**

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

This chapter discusses about several theories that is going to be used in analyzing the data. Started by pragmatics and continued with the branches about the related theory that is applied in the analysis including cooperative principles, it's classification and also the actions related to it.

#### **2.1. Pragmatics**

Pragmatics is the study of language aspects that required relation to the language users then led to a very natural communication which happens naturally when the speakers are communicating directly using their own bodies without being affected by technology and any tools, further restriction of the term in analytical philosophy (Levinson, 1983). It also considered as the study of language to find the implied meaning of the language related with the context in which the language is used. Yule (2015) agreed that pragmatics does not only understand the meaning of words, but also the knowing the meaning of the speaker while stating the utterance.

Pragmatics is needed in order to find the hidden meaning of utterance. In the conversations, there are often to happen where the speakers say something that is

not exactly what it is. They are often to use metaphor, the word that is having a certain meaning but contextually can lead to other interpretations. In order to translate those implied meaning, the hearer needs to figure out the contextual meaning of certain words in conversation to minimize misunderstanding during communication takes place.

In pragmatics, there are several branches of study, such as reference, presupposition, speech acts, cooperative principle, etc. Out of several branches in pragmatics, this research is going to be focusing to one, which is cooperative principle. Because the research is focusing on the types of Cooperative Principle and the act of the speakers towards the principle. The analysis continues by finding out the reasons behind the act done by the speaker. Since pragmatics is known as the study of language and its implied meaning, it can be applied in analyzing Cooperative Principle and the reasons behind the action.

### **2.1.1. Cooperative Principle**

Cooperative principle is the rules to form the conversational contribution as is required, so it occurs at the proper place, related to the purpose of the talk that we are involved in (Grice, 1975). Cooperative Principle is important in communication because the function of it is to avoid misunderstanding during interaction. This principle is derived into four points which considered as maxim; namely maxim of quantity to rule about the amount of information, maxim of quality to rule the validity of the information, maxim of relation to rule the

relevancy of the information, and maxim of manner to rule the accuracy of the information.

Aside from the four types Cooperative Principle, there are also some actions towards Cooperative Principle. Grice (1975) stated that there are four actions towards Cooperative Principle, which are to observe the maxim means that to follow obey the maxim, to violate a maxim means that not observing a maxim with the intention of misleading the interlocutor, to flout a maxim means that not observing a maxim with the intention that the interlocutor is aware of it, and to opt out a maxim means that refusing to be involved at all. But there are also other actions towards Cooperative Principle which are infringing means that the speaker is fail to observe the maxim because the lack of knowledge, and suspending a maxim which means in certain situation there is no expectation that the maxim will be observed yet the non-observant action will not generate any implicatures (Thomas, 2013).

From the explanation in the previous paragraph, it is clear that maxim is divided into two. Namely observance and non-observance maxim. Observance maxim is when the speaker follows the rule of conversational maxim. While non-observance maxim is when the speaker does not following the rules of conversational maxim. Furthermore, it is better to get to know more about each of the Cooperative Principle's partition.

**a. Maxim of Quantity**

Maxim of quantity is the rule that makes the contribution of speakers as informative as possible (Grice, 1975). The speakers are expected to provide the sufficient information. By sufficient information, it means that the speaker expected to give the information related with the question, only give the information that is needed, it should not be more or less. It means that when someone is asking the name, the partner should only give name as the answer. One of the utterances is as displayed below.

Q : “Do you have any bank accounts in Swiss banks, Mr. Bronston?”  
 A : “**No, sir**” (Birner, 2013).

On the conversation above, “A” as the speaker delivered the right amount of information based on the question asked by the hearer “Q”. The speaker was being effective in communication by only giving the information that is needed, there was no additional information contained on the speaker’s utterance. It means that the speaker in the conversation above is observing the maxim of quantity.

**b. Maxim of Quality**

Maxim of quality is the rule that creates the contribution of the speaker has to be true (Grice, 1975). The speakers need to provide the correct information, associated with the truth and facts. The speakers need to give the information that can be proven by real evidence. In this maxim, the speakers are not allowed to say anything that they believe is wrong. It means that when they are giving the information that is lack of evidence or doubtful information, it is considered as a non-observant maxim. One of the utterances is as displayed below.

A: "I'll ring you tomorrow afternoon then."

B: "Erm, I shall be there **as far as I know**, and in the meantime have a word with Mum and Dad if they're free. Right, bye bye then sweetheart." (Cutting, 2002).

On the conversation above, "B" as the speaker uttered the words "as far as I know" which indicate the term of uncertainty, but it cannot be considered as a lie, since the hearer "B" know that he information is uncertain, but the speaker did not lie about it. It shows that the speaker is being honest about the utterance. The speaker was not sure about the information.

### c. Maxim of Relation

In maxim of relation, the speakers are expected to provide only relevant information. Speakers need to make sure that their responses are related with the question or command from their speech partner. Because effective conversation consists of the relation of question and answer. One of the utterances is as displayed below.

A: "There's somebody at the door."

B: "**I'm in the bath.**" (Cutting, 2002).

In the conversation above, the speaker "B" is hoping the hearer "A" to understand the relation in the utterance, it has relation to the fact that the speaker is not at the right place to check into the door, because the speaker was in the bath, and hoping that the hearer would understand and go check on the door instead. If we look into the conversation directly, it seems to be unrelated. But we look into the context of the conversation, it was understandable that there was an implied meaning behind that conversation.

**d. Maxim of Manner**

In maxim of manner, the speakers are expected to provide unambiguous information. The information that the speakers deliver must be clear and does not contain multiple meaning. It is necessary to make sure that there is no double translation into the same sentence. One of the utterances is as displayed below.

Thank you Chairman. Jus - **just to clarify one point**. There is a meeting of the Police Committee on Monday and there is an item on their budget for the provision of their camera (Cutting, 2002).

The utterance above is the act of observing maxim of manner, since the speaker was trying to highlight the point of the utterance to minimize ambiguity.

**2.1.2. Maxim Violation**

Due to communication used in daily interactions, it is impossible for us to follow the term of cooperative principle all the time. At some point, speakers will experience the situation where it is needed to put aside the principle in conversation. One of the actions where the speaker fails to observe the maxim is considered as maxim violation. To violate a maxim is Fail to observe the maxims but in term of intentionally giving irrelevant information in order to mislead their speech partner (Birner, 2013).

**a. Violation of Maxim Quantity**

When someone is violating maxim of quantity, means that they are not giving enough information, the speaker tend to give the information less than enough to leave the hearer questioning about the exact thing that is going on. This

can also be conceived as the speaker is being so economical with the truth (Cutting, 2002). The speaker only gives the information that is needed and necessary. One of the utterances is as follows.

- A : “Does your dog bite?”  
 B : “**No.**”  
 A : “(Bends down to stroke it and gets bitten) Ow! You said your dog doesn't bite!”  
 B : “That isn't my dog.” (Cutting, 2002).

On the conversation above, “B” as the speaker did not give enough information to the hearer related to the dog that was being talked about in the conversation. The hearer “A” assumed that the dog near the speaker is the speaker’s belonging. It was considered as the violation of maxim quantity because the statement of the speaker not enough and led to the misunderstanding during the conversation.

#### **b. Violation of Maxim Quality**

When the speaker is violating maxim of quality, means that the speaker does not provide the right information. The speaker happen to be intentionally giving the hearer wrong information, it is happen because the speaker does not want the hearer to get the correct information, so the speaker is being insincere by lying (Cutting, 2002). Following is the utterance of maxim of quality.

- Husband: “How much did that new dress cost, darling?”  
 Wife : “**Thirty-five pounds.**” (Cutting, 2002).

The conversation above is the form of maxim violation. The speaker did not provide the correct answer regarding to the price of the dress. Contextually, the wife did not want her husband to know the right cost to her dress because it was

too pricy. Because of that, she tried to manipulate her husband by giving irrelevant information.

**c. Violation of Maxim of Relation**

The speaker can be considered violating the maxim of relation when they are trying to change the subject of the conversation with the intention of distracting their speech partner (Cutting, 2002). It normally occurred at the situation where the speaker is uncomfortable about the topic of the conversation or hiding something related to the topic, to avoid the speakers to get involved any further into the topic of the conversation. One of the utterances is provided below.

Husband	:	“How much did that new dress cost, darling?”
Wife	:	“ <b>I know, let’s go out tonight. Now, where would you like to go?</b> ” (Cutting, 2002).

In the conversation above, the speaker tried to distract the hearer and changing the topic by providing the information that has no relation with the question asked by the hearer. The act considered as the violation of maxim relation. Because the speaker tried to hide the truth and mislead her husband by avoiding the question and drive the conversation into another topic.

**d. Violation of Maxim of Manner**

Lastly, the speaker considered as violating maxim of manner if they provide all of the unnecessary information but none of it is related with the information that the hearer wants to know (Cutting, 2002). It considered as giving too much



information that has no relation with the question that is being asked. One of the utterances is shown below.

Husband : “How much did that ne dress cost, darling?”  
 Wife : “**A tiny fraction of my salary, though probably a bigger fraction of the salary of the woman that sold it to me.**” (Cutting, 2002).

On the conversation above, the speaker provides too much information and all of that did not seem to be related to the question, and the hearer’s question remains unanswered. The act was considered as the violation of maxim of manner, because there was a tendency of the wife to hide the truth and instead of revealing the price of her dress, she was giving the ambiguous information.

### **2.1.3. The Reasons of Violating Maxim**

Violating maxim is breaking the rules of conversation called cooperative principle, and considered as an irrelevance action. This type of act is always being supported by motives or reasons. There are some reasons behind maxims violation happened during conversation according to Khosravizadeh & Sadehvandi (2011);

#### **a. Misleading the Counterparts**

As stated by Grice (1975), the aim of maxim violation is to mislead the hearer. The speaker is providing the wrong information, and telling something that is untrue with the assumption that the hearer will not recognize the difference.

#### **b. Saving Face**

Goffman (1967) stated that in certain circumstances during conversational activity, speaker would avoid some of the facts or even topic in the conversation in order to protect other’s face. The speaker would try to use convoluted words,

produce statements that contain ambiguity, and lie so that the speech partner will not be embarrassed or feeling uncomfortable.

**c. Communicating self-interest**

To communicate self-interest in this term, the speaker chooses to talk about their interest rather than talking about the topic of conversation. So they are violating the maxim in order to guide the conversation into the other direction.

**d. Protracting the Answer**

The next action that can be the reason of violating maxim is to protract the answer. According to Brown & Yule (1983), protracting the answer means giving too much information to the hearer, that it has a risk of making the hearer bored.

**e. Avoiding the Discussion**

Khosravizadeh and Sadehvandi (2011) stated that one of the reasons of maxim violation is to avoid the discussion. It happens when the topic of conversation is unpleasant so that the speech partner needs to violate maxim as the irrelevant respond of the topic.

**f. Pleasing the Interlocutors**

The next reason of violating maxim is to please the interlocutors. Pleasing interlocutor is related to the negative face threatening acts. It is being threatened when the individual does not avoid or intended to avoid the freedom of interlocutor's action. This act portrays that the speaker is giving in to the listener's power.

## 2.2. Previous Research

Several researches have been done related with cooperative principle, especially about maxim violation. Wati and Zahra (2020) investigated about the violation of cooperative principle happened throughout *Sapa Indonesia Malam* show. The researcher used cooperative principle by Grice as the theory of the research. The data was taken from the utterances from the conversation happened in the show. The result of this research shows that Maxim of relation is the most violated maxim in this show, followed by the violation of maxim quality and maxim of quantity, and maxim of manner becomes the least violation occurred throughout the show.

Putri and Apsari (2020) investigated about the violation of cooperative principle happened in *Bad Genius* movie. The researchers used cooperative principle as the theory of the research, which proposed by Grice. The data was taken from the dialogue in the movie. And the result of this research shows that all of the maxims are being violated in this movie.

Andy and Ambalegin (2019) have done a research related with the violation of maxim occurred in *Night at the Museum* Movie. Grice's theory of cooperative principle is applied in this analysis. As the result of the analysis, all types of maxim violation happened in the *Night at the Museum* movie, with maxim of manner and maxim of quantity as the most dominant violation happened in the movie.

Wahyunianto, Djatmika and Purnanto (2020) analyzed about the violation of cooperative principle done by children with autism. The researcher used

Grice's cooperative principle as the theory of the research. The data was taken from the utterances from the conversation. The result of this research shows that Maxim of relevance was the most violated maxim done by the children with autism.

Sulviana (2020) investigated about maxim violation happen during EFL classroom of English Education of FKIP of University Islam Makassar. The theory used in this research is Grice's theory of cooperative principle. The data was taken directly in the classroom, collected by recording the conversation. After the data was taken and being analyzed, the result shows that the students are violating all the types of maxim violation.

Arofah and Mubarok (2021) analyzed violation and flouting maxim within the interaction of teacher-student in English teaching and learning process. This research used cooperative principles theory. The data were collected through the observation and analyzed by the technique proposed by Miles and Huberman which consists of data reduction, data display, and drawing conclusion or data verification. The result shows that there are four types of maxim violated by the students and the teacher during the class. Maxim of quality becomes the most dominant to be violated during the interaction in the class. Between violation and flouting maxim, violation is more dominant in this research.

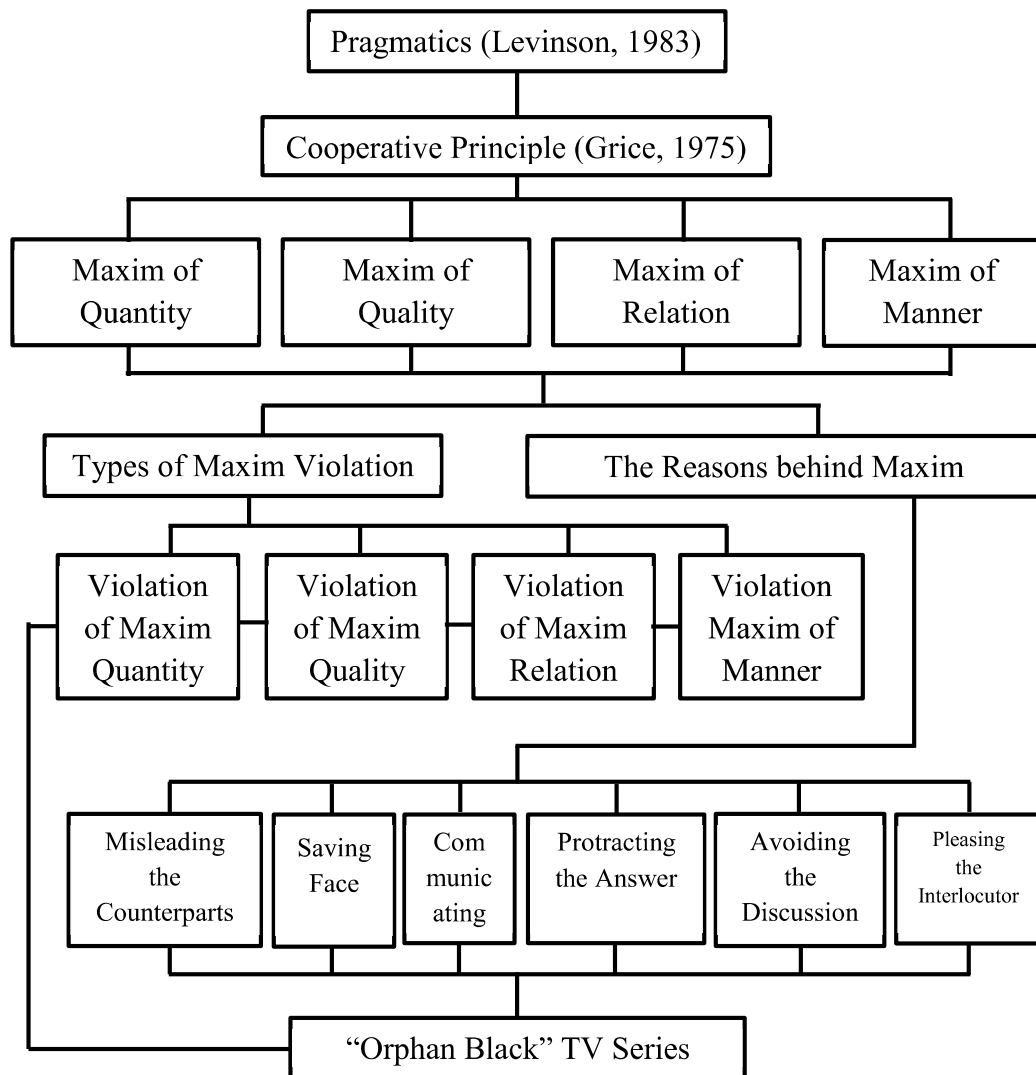
Finally, Febriyani and Rachmijati (2021) investigated about the violation of cooperative principle happened in Jurnalrisa's vlog entitled *TanyaRisa #11 – Special Peter CS*. The researcher used Grice's cooperative principle as the theory of the research. The data was taken from the conversation happened in the video.

The result of this research shows that there were three maxims violated in the video, excluding maxim of quality. And maxim of quantity was the most maxim that was being violated in this video.

All of the previous research applied the cooperative principle by Grice (1975). Some of the differences between the previous studies mentioned above are in the data source and the method of collecting the data. While the difference with this research in the data source used by the researcher, where the data source has never been used in the same analysis object related to the maxim violation.

### **2.3. Theoretical Framework**

The primary data source for this analysis is “Orphan Black” TV Series. After watching the series, the researcher found the phenomena which are related to the pragmatic approach, and are under the theory of cooperative principle by Grice (1975), which described it as the rule of conversation that is invented in order to keep the conversation going as expected. It also explained that cooperative principle is divided into four maxims which have different function for each. Related with maxims, there are several actions that could affect it, and maxim violation is one of them.



**Figure 2.1 Theoretical Framework**