CHAPTER II
REVIEW OF RELATED LITERATURE
AND THEORETICAL FRAMEWORK

2.1 Pragmatics

Language is very important in people lives. With language, people can have a connection with each other. When someone hears a language, they usually try to understand the language itself and the meaning of that language including their intention. Human uses language to interact and language as link between human in society. Language has science that study about language itself. The study of language is linguistics. There are some branches in linguistics to identify language. Such as: Syntax, Semantics, Pragmatics, Sociolinguistics, etc. Meanwhile, one of branch of linguistics that relevant with this research is pragmatics. Pragmatics is one of branch in linguistics field that studies language based on the context.

The first, according to Leech (2014) pragmatics is the study about using of language between speaker and hearer that relevant with the meaning. O'Keeffe, Clancy, & Adolphs (2011) also stated that pragmatics is one of study about language that identify language depends on context. Thus, based on statement of some linguists about definition of pragmatics, the researcher can conclude that pragmatics is one of science of language and branch of linguistics study that study about language that related with the context between speaker or writer and listener or reader.

2.2   Grice Cooperative Principle

For a conversation to work between the speaker and the hearer there a rule that has to be followed. A conversation does not just happen just by simply what we are saying, it has to be followed by some general rules. The interaction between people to make conversation depend on the approach that the speaker takes.   The common rules to make the conversation work is that if people cooperating. Grice (as cited in Pan, 2012, p. 2) stated, "Make your contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged". What Grice means is that the speaker has to be as informative as it could be based on the context of the conversation so that the communication will be successful. Grice proposed four conversational maxim to follow to ensure the success of the conversation. The cooperative principle can be explained by four principles of maxims (maxim of quality, quantity, relation, and manner).

2.2.1 Maxim of Quantity

Maxim of Quantity propose the speaker being as informative as possibly can, and gives as much information as is needed, and no more (Grice, 1975).. In this particular maxim the speaker must obey two rules to make maxim of Quantity to work:

1) Make your contribution as informative as it is required

2) Do not make your contribution more informative than it is required

The two-point above means that maxim of quantity suggest speaker be as informative as it could be, not too informative but also don't give too little information.

Example

Rose :   What is the capital city of Thailand?
Lily :   The capital city of Thailand is Bangkok

Rose ask Lily the capital city of Thailand. Lily understand Rose's question perfectly and give her the right answer right away. It is because Lily's answer is informative and she gives the right answer explicitly, it fulfills the maxim of quantity.

2.2.2. Maxim of Quality

Maxim of Quality propose the speaker being truthful, and does not give information that is false or that is not supported by evidence. There are two rules to follow to make maxim of quality success (Grice, 1975):

1) Do not say what you believe to be false

2) Do not say that for which you lack adequate evidence

These means the information that the speaker provides can be trustworthy and have not to lack evidence.

Example: Alex cooks chicken for dinner then go to the bathroom to clean the dishes. Adam comes back from campus and went to the kitchen because he wants to eat dinner. Adam found the chicken and eat it in the TV room. After Adam finish dinner Alex asks Adam.

Alex   : Where is my chicken?
Adam   : I ate it.

Adam really ate the chicken, so it fulfills the maxim of quality because Adam is telling the truth.

2.2.3 Maxim of Relevance

Maxim of Relevance propose the speaker tries to be relevant, and says things that are pertinent to the discussion (Grice, 1975). There one rule to follow to make maxim of relevance success:

1) **Be relevant**

The speaker has to be relevant to the topic of the conversation. Sometimes the speaker can't relate the topic to the context of the conversation because of the difference of perspective in meaning and context.

Example: Tina: How was Aspen?
Toni: It was cold.

The answer to the question of conversation above provides the fulfillment of maxim relevant. in the conversation above the speaker giving the appropriate answer to the question that has been asking to her, by being relevant to the question.

2.2.4 Maxim of Manner

The speaker tries to be as clear, as brief, and as orderly as one can in what one says, and where one avoids obscurity and ambiguity (Grice, 1975).

1) Avoid obscurity of expression say is clear and

2) Avoid ambiguity unambiguous

3) Be brief (avoid unnecessary prolixity)

4) Be orderly

It means to make sure what the speaker says is clear and ambiguous. The speaker has to avoid ambiguity, and have to be brief and in order.

Example:

Ruth: Who is the president of Indonesia?
Mika: Joko widodo
Ruth: Who is the vice president of Indonesia?
Mika: Ma'ruf Amin

The conversation between both of them above is clear. This conversation shows how the recipient answer the question with clear, brief, and orderly. Those rules above are explain the relationship between Grice's theory cooperative principle and the four of maxims, each one of them have rules that has to be follow to make good conversation occur, as long as the rules is not being broken by the speaker the conversation can be successfully done.

2.3 Non – Observance Maxim

Non-observance of maxims is the implied meaning that not deliver directly by the speaker. According to Grice (1975), there are five things that can break the principle of maxims they are:

1) Flouting a maxim

Flouting maxim can happen when someone in a conversation choose to ignore one or more of the maxims by using conversational implicature. Ignoring maxims by using conversational implicatures means that the participant adds meaning to the literal meaning of the utterance. The conversational implicature that is added when flouting is not intended to

deceive the recipient   of the conversation, but the purpose is to make the recipient look for other meaning behind the utterances.

2)   Violating a maxim

This happen when someone in a conversation fails to observe one or more maxims with the intention to deceive the recipient,with the intention to mislead the receipeint in the conversation, often times the speaker giving the wrong information to mislead or untrue .

3)   Infringement

Infrigment happen when the speaker who is infringing a maxim in a conversation with no intention to imply, nor have the intention to deceive the   listener in the conversation. Instead, infringement occurs often when someone   is learning a language.

4)   Opting out of a maxim

It happens when someone indicates an unwillingness to cooperate. Opting out of a maxim often occurs when someone wants to withhold the truth for reasons that are considered private. In this case, the non-observance is not designed to create a false implicature or to appear uncooperative

5)   Suspending a maxim

can happens when both of speaker and the listener   in a conversation are aware that the maxims not fully fulfilled since both of the participants suspending the information that is necessary to the conversation

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With the explanation above the focus of the research be on the subject related to **Flout of the maxims**, because flouting maxim is the main source of a non- observance principle that been break and found in the movie The Big Bang Theory sitcom.

2.4 Ways To Flout The Maxim

The rule of maxims can be broken in the conversation According to (Cutting, 2002) There are some ways maxim can be flouted in the conversation they are:

a) **Overstatement**

This way of maxim flouting is often used by the speaker to flout the maxim of quantity. This phenomenon is called as overstatementIt can also be called as hyperbole. It is used to exaggerate the importance of the speaker utterances.

b) **Metaphor**

Metaphor is kind of way in using maxim flouting in which the speaker says something with some kinds of expression which have the same characteristics with the one the speaker is referring to.

c) **Sarcasm**

According to Cutting, sarcasm is a kind of irony that implies a more ironic and negative meaning towards the hearer It is often used to openly hurt the hearer intentionally

d)   Irrelevant statement

Irrelevant statement is a way of using maxim flouting of relation.This way is used by the speaker with expectation that the hearer will relate the speaker utterance with the previous utterance.

e)   Ambiguous statement

In ambiguous statement, the speaker is trying to make his/her utterance to be unclear to the third party that maybe exists in a conversation. This is usually used in maxim flouting of manner that the speaker does not want to include the third party in the conversation. Therefore to breaking the rules of Cooperative Principle there are some ways that can be used by the speaker to make the conversation not succes either unintentionally or intentionally.

2.5. Sitcom

Sitcom is about the characters not the situation they put them to be, Sitcom recorded in front of studio with live audience (Blake, 2011). one of the most popular sitcom is The Big Bang Theory is popular American sitcom that premier in CBS network on September 24, 2007. The series follows the life of Sheldon Cooper (Jim Parson) and his friends in their dorm. The researcher uses this movie adata source because of the main character in this movie often times flouted the maxims. The researcher chooses this movie as a source of flouting maxim is because the researcher interested to analyze the characters and the utterance that the character says and use in this movie. In this research the researcher used cooperative principle theory proposed by Grice.

2.6 Previous Research

Before the researcher does this research about flouting maxim in The Big Bang Theory Sitcom , the researcher find some previous research that related with the topic of the researcher. The purpose of the previous research that related with the topic of this thesis is as comparison and references if this thesis is not researched yet by other researcher. First, the research proposed by (Andresen, 2013) from Karlstad University. The aim of the research is how to flouted the maxim in every situation create a comedy situation. In this research Andresen also analyzed the utterance by characters to find out the type of maxim that has been flouted. The similar research between this research and Andresen's research are have had the same object of the research flouting maxim. Then, the difference of the research between this research and Andresen's research are different data, data of Andresen's research is from comedy series community. Besides that, the data of this research is flouting maxim that the characters used in The Big Bang Theory sitcom.

The second research are proposed by (Inayati, 2014) from Pajajaran Bandung University. The aim of her research is to analyze how flouting maxims use in particularized conversation with her thesis entitled *"Flouting Maxims In Particularized Conversational Implicature"*. Her goal in this research was to identify the flouting maxims in the movies Gilmore Girls. She used a descriptive qualitative method. She found out that particularized conversational implicature flouts two kinds of maxims which were the maxim of relation and maxim of manner. The second finding was most of the speaker utterances indeed contain

irrelevant utterance, obscurity, and ambiguity which is a phenomenon of flouting maxim. The similar research between this research and Inayati's research are have had the same theory of the cooperative principle. Then, the difference of the research between this research and Inayati's research are used of Conversational Implicature but this research main focus are Flouting maxim.

The third research concerned in the same field proposed by (Pan, 2012) from Beijing Union University. She conducted the study entitled *"Linguistic Basis of Humor in Uses of Grice's Cooperative Principle"*. Her research focused on probing linguistic study involved in the making of humor from the point of view of Grice principle cooperative theory. In her study, she revealed the relation between the creation of humor and violation of cooperation principle, which she focuses on limitations of Grice theory. She concluded that to have a functional conversation between two people we have to follow the four maxims principle. However, leading to the unrelated topic, or be ambiguous, missdirect with their meaning it can create a humor situation. The similar this research and Pan's research are both are use cooperative principle theory. And the difference between this research are the main focus of this research are how to analyze flouting maxim but Pan's focus are using flouting maxim to make humor.

The fourth research is proposed by (Brock, 2016) from Martin Luther University Halle-Wittenberg, Germany with his thesis entitled *"The Borders of Humorous intent- The case of TV comedies"*. His research aim was to find out some communicative issues concerning the borders of humorous intent are modelled. He tries to found out the humor that occurred in the TV show by using

flouting maxim as a tool. He proposed Humor maxim to be the communicative equivalent of humorous intent. For this maxim, a principle of delayable fulfilment was introduced. Then, humorous intent and its absence are identified in two participations frameworks which raised from certain formats of TV comedies: a sitcom within a sitcom and candid camera comedies. Finally, some concrete constellations of humorous intent are discussed: humorous intent in the audience only (involuntary humor), humorous intent signaled, but not realized, and humorous intent withdrawn. The similar of this research to Brock's are flouting maxim as object of the research and the difference between this research are Brock use flouting maxim as the source of the humor but this research main focus is to analysize flouting maxim.

The fifth study is proposed by (Alduais, 2012) with his thesis entitled "*Conversational Implicature (Flouting the Maxims): Applying Conversational Maxims on Examples Taken from Non-Standard Arabic Language, Yemeni Dialect, an Idiolect Spoken at IBB City*". From King Saud University. He conducted his research to investigate the fact that the theory of *Conversational Implicature* proposed by Austin and later on extended by Grice can be universal and can be applied to all languages of the world, an idiolect from the Arabic language in this case. His analysis of the data has been based on both Austin's and Grice's principles of *Pragmatics*, *Conversational Implicature* theory. With the result of explained in detail how the maxims of quantity, quality, manner and relation were flouted and an implicature from each was generated and he conclude his research by our speech can be systematized and it has implicatures in one way

but not in another is to some extent true. Thus, this theory can be applied to other idiolects of non-standard Arabic. Both of this research are using conversational implicature theory but different this research is from The Big Bang Theory sitcom but Brock's research from Arabic language.

The sixth study is proposed by (Mukaro et al., 2013) with thesis entitled *"Violation of Conversational Maxims in Shona".* From University of Zimbabwe, they conducted their research on certain maxims can be ignored or violated yet speakers remain informative, cooperative and polite. The conversations referred to here were daily chats, talks and discussions in which Shona speakers find themselves in. they view the research as was that when people violate maxims, or a maxim, there is one which they will be observing hence triggering implicature or the violation itself is a trigger for implicature. A number of ways in which the maxims are violated were found in Shona and categorized as maxim clash, opting out of a maxim and flouting of maxims. The data was obtained under naturalistic conversation settings and is analyzed within the features of conversation implicature.

The last research are come from (Sobhani & Saghebi, 2014)) from University of Otago, Dunedin, New Zealand with his thesis entitled *"The Violation of Cooperative Principles and Four Maxims in Iranian Psychological Consultation".* His aim is to investigate new ways of understanding non-cooperative attitudes of the speakers and the violation of Cooperative Principle maxims in real Iranian psychological consulting session. He conducted his data from his patients during therapy sessions. After analyzing their language by means of conversation implicature and the occurrences of the violation of Cooperative Principle. He concluded that the recognition of conversational

implicature is essential for the understanding of the non-cooperative attitudes of the speakers and their violation of one or more Cooperative Principle maxims. The similar between this research are both using cooperative principle theory and the difference this research are the main focus of this research are flouting maxim taken from the Sitcom but Sobhani's research are come from therapy research.

2.7   TheoreticalFramework

To summarize this research, the writer will explain theories that been used in this research in the form of theoretical framework. The object of this research is American Television the Big Bang Theory sitcom. To analyze the topic, the writer will used Pragmatic approach. Theory that been used to this research is principle cooperative by Grice (1975). The Theoretical framework of this research can be seeing below:

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                    ┌─────────────────────────┐
                    │   Pragmatic Approach    │
                    └─────────────────────────┘
                    ┌─────────────────────────┐
                    │ Grice Cooperative Principle │
                    │          (1975)         │
                    └─────────────────────────┘
                    ┌─────────────────────────┐
                    │     Non- Observance     │
                    └─────────────────────────┘
                    ┌─────────────────────────┐
                    │     Flouting Maxim      │
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  │  Types of Fouting Maxim  │        │ Ways of Flouting the Maxims │
  │      (Grice 1975)        │        │      (Cutting 2002)       │
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┌────────┐ ┌────────┐ ┌────────┐ ┌────────┐   ┌────────────────────────┐
│Flouting│ │Flouting│ │Flouting│ │Flouting│   │ Over Statement, Metaphor │
│ Maxim  │ │ Maxim  │ │ Maxim  │ │ Maxim  │   │ Sarcasm, Irrelevent      │
│Quantity│ │ Manner │ │Quality │ │Relevance│  │ Statement, Ambiguous     │
└────────┘ └────────┘ └────────┘ └────────┘   │ Statement.               │
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                    │ The Big Bang Theory Sitcom │
                    └─────────────────────────┘
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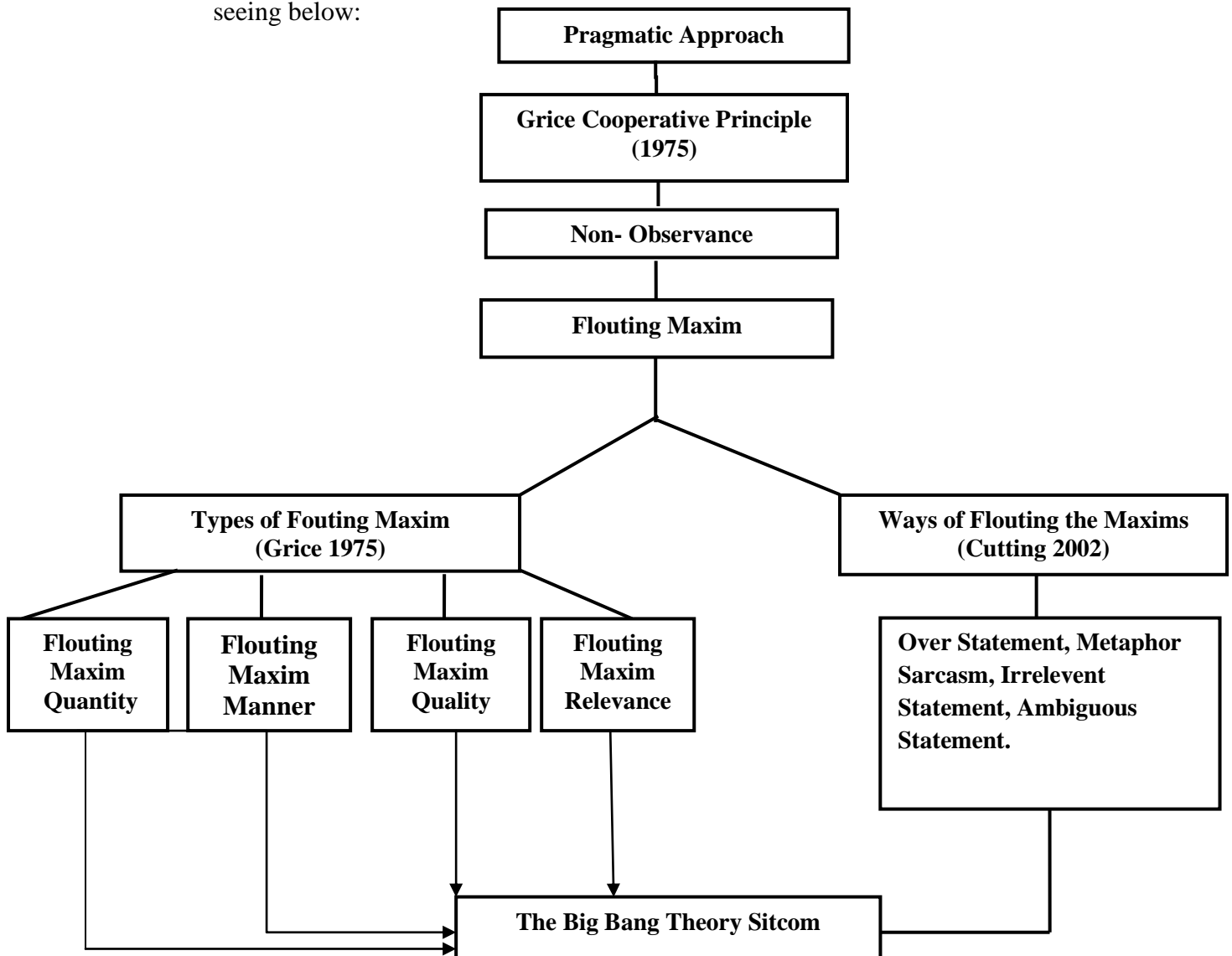
Figure 2.1. Theoretical Framework