

CHAPTER II

REVIEW OF RELATED LINGUISTICS AND THEORITICAL FRAMEWORK

2.1 Pragmatics

Language is the core to build relation in a society. Andy & Ambalegin (2019) described language as a bridge which connects people through interaction. People will start communicate and build context in a conversation. In a conversation, both speaker and hearer will get wrong ideas if they do not understand what the speaker's say. In order to know what the speaker says, hearer needed to interpret the meaning based on the context in the conversation. Because of that, context is important in a conversation to prevent misunderstanding.

Context is discussed more deeply in the pragmatics. Yule (1996) defined pragmatics as the study of meaning in context. It concerns with how the context influences speaker's utterance. In other words, the context considers with who the speaker's talking to, when, where, and under what circumstances. Simanjuntak (2017) stated that the speaker and hearer need to understand the setting of the conversation. Therefore, the setting influences the speaker to organize the utterance based on the context.

Then, Yule (1996) also stated pragmatics studies about meaning of speaker's utterance. It considers speaker meaning, interpretation and intention. In other words, it concerns about the intention from speakers, how they use language, and

how the hearer interprets the utterance. Therefore, the meaning can be differ from what the speaker's means and what listener's interpretation.

Moreover, Yule (2010) added the study of "invisible" meaning is known as pragmatics. It means that speaker or hearer need to determine what is meant even when it isn't actually said in the conversation. It is much closer to analyze how to get what the speaker trying to say and what is implied in the speaker's utterance. It is all because an utterance may have more meaning beyond. Somehow, the listener requires to interpret with knowledge. It can be said that between speaker and hearer need to create a good conversation which both of them able to interpret each utterance. In order to achieve that, the speaker need to obey the communication rule of Grice's cooperative principle.

2.1.1 Grice's Cooperative Principle

The cooperative principle is used by the participants to create coherent and cohesive conversation. It can be said that cooperative principle is the rule of communication. Grice (1975) clarified that a general principle of conversation and a number of maxims which speakers will normally obey will form a cooperative interaction. Here, cooperative principle is the general principle which Grice (1975) mentioned to give contribution conversationally as what is required. It can be concluded that in order to have cooperative interaction based on cooperative principle, the speakers must follow the maxims. Then, Grice (1975) explained the four maxims are *Maxim of Quantity*, *Maxim of Quality*, *Maxim of Relevant*, and *Maxim of Manner*. These four sub-principles have rules that need to be fulfilled.

a) Maxim of Quantity

In maxim of quantity, speaker is required to give informative contribution as required. In short, people need to give “enough” information. Below are the examples of utterances that obey and violate the maxim of quantity.

A: Where are you going?
B: *I'm going to the florist.*

From the conversation above, it can be concluded that B's answer obeys the maxim of quantity. Person B does not give more information than is required. In short, the person B gives the answer without adding other unnecessary information.

A: Are you going to concert tomorrow?
B: *I have to help my sister on her project and also do my thesis.*

It can be seen from the conversation above that B's answer violates the maxim of quantity. Grice (1975) stated that violating the maxims is when the speaker secretly breaks the maxim or intentionally lying. Here, B's answer gives more information than is required. Thus, person B's answer violates the maxim of quantity.

b) Maxim of Quality

Maxim of quality requires people to say what is true, and not say what they cannot proof. It means that people need to make their contribution that is based on fact. Below are the examples of utterances that obey and violate the maxim of quality.

A: What day you usually go to church?
B: I go to church every Sunday.

In this context, person B is Christian. From the conversation above, it can be said that B's answer is true. In short, she or he says what she or he believe to be true.

A: Who is the president of Indonesia in 2019?

B: The president of Indonesia in 2019 is Susilo Bambang Yudhiyono.

From the conversation above, it can be said that B's answer is false based on the fact that the president of Indonesia in 2019 is Joko Widodo. It can be seen from the B's answer which gives false information in order to do sarcasm or joke. According to Grice (1975), flouting the maxims happened when the speaker overtly breaking the maxims for some linguistic effect, such as: sarcasm, irony, entertainment, etc. As the conclusion, person B's answer flouting the maxim of quality.

c) Maxim of Relevance

Maxim of relevance requires people to make their contribution which is relevant. To make it simple, we can say that it needs to be relevance with context or topic of the conversation. Below are the examples of utterances that obey and violate the maxim of relevance.

A: Where is my laptop?

B: *It is on the black table behind the cupboard.*

From the conversation above, it can be said that B's answer is relates to the question. Therefore, B's answer obeys the maxim relevant.

A: Do you want to go the cinema tonight?

B: *My sister is sick.*

It can be seen from the conversation above that B's answer is not relevance with the question and violating the maxim of relevant. Person A asked person B to go to the cinema but B's answer violated the maxim of relevant because B answered with an excuse or implicitly said that she or he does not want to go.

d) Maxim of Manner

The last, maxim of manner, people are required to be brief, and be orderly.

So, the maxim of manner needs to be clear and avoid ambiguity. Below are the examples of utterances that obey and violate the maxim of manner.

A: Where are you this morning?

B: I am in a florist to buy a bucket of flowers.

From the conversation above, it can be said that B's answer is brief and orderly.

Therefore, B's answer obeys the maxim manner.

A: Do you see my wallet?

B: No, but I saw you put it in your bag.

It can be seen from the conversation above that B's answer is not giving the exact answer. It might confused person A because person B's answer is ambiguous.

Therefore, B's answer violating the maxim of manner.

2.1.2 Implicature

In any case, someone may has implicit meaning on his or her words. Yule (1996) defined implicature as additional conveyed meaning. In this case, a speaker's utterance can get different interpretation from the hearer with what speaker's actually means. In order to understand what is implied, the listener need to interpret what the speaker means. Therefore, listener need to understand what speaker means, suggests, or implies.

Grice (1975) explained there are hidden purposes or indirect ways uttered by a speaker. In Grice typology, it explains the speaker meaning divided into some part. A speaker conveys a meaning from the utterance. After that, it divided into

what the speaker said and the implicate meaning from the utterance. The implied meaning from the utterance can be seen as conventional and conversational. If it is conversational, then it divided into generalized conversational implicature and particularized conversational implicature. It is represented as follows:

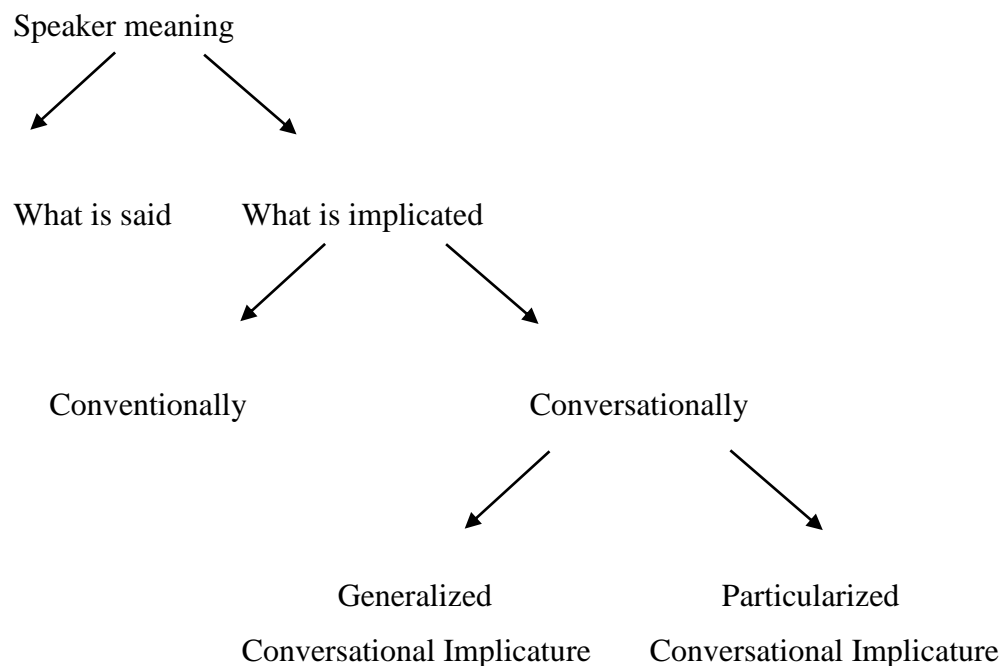


Figure 2.1 Grice typology of speaker meaning

a) Conventional Implicature

According to Yule (1996), conventional implicature is not related on the cooperative principles or the maxims. It is because conventional implicature is not depend on special contexts to interpret the speaker's meaning. In this case, conventional implicature related with specific words which will result in additional conveyed meanings when those words are used. Thus, the specific words refers to English conjunction. Here, the specific words refer to conjunctions. Several

example of conjunctions are *but*, *however*, *so*, *moreover*, and *therefore*. For example, Yule (1996) showed a sentence which explains conventional implicature below:

“Mary suggested black, but I chose white.”

The conjunction ‘but’ as an implicature of ‘contrast’ between the information of *black* and *white*. It can be seen that the fact ‘*Mary suggested black*’ is contrasted, via the conversational implicature of ‘but’, with my choosing white.

b) Conversational Implicature

People get information by doing a conversation. It means that they exchange information to express their thoughts and feelings. They express their intention through conversation. The conversation itself provides meaning. In expressing speaker’s meaning, there are two ways, such as implicitly and explicitly. Expressing the meaning implicitly means that utterance has implicit or hidden meaning. Meanwhile, expressing meaning explicitly means that the meaning is actual and does not need more knowledge to interpret the meaning.

According to Grice (1975), conversational implicature arise because the participants expected to obey the cooperative principle and the maxims. The relation between conversational implicature and the cooperative principle is important to make a cooperative interaction. Hence, Grice (1975) divided conversational implicatures into two categories, those are particularized conversational implicature and generalized conversational implicature. The description of each of these implicatures are as follows:

1. Particularized Conversational Implicature

According to Yule (1996), particularized conversational implicature occurs in very specific context where the conclusions are assumed. It can be said that it requires context and background knowledge to understand speaker's intention. In short, the intention derived from conversation by referring to or knowing the context of the conversation, relationship between speaker and hearer and same background knowledge. From these elements, an intention from utterances or conversation can be interpreted. The following conversation below is the example of particularized conversational implicature:

Xavier : Hey, coming to Lily's party tonight?
George: My sister is sick.

In order to make George's response relevant, Xavier has to draw on some assumption on George's answer. It explains that George will be spending that evening taking care of her sister or simply make an excuse to not going to the party. If Xavier does not understand the implied meaning from George's answer, he will get confused by George's answer. In this case, George's response seems to flout the maxim of relevance.

2. Generalized Conversational Implicature

According to Grice (1975), it is all too simple to treat generalized conversational implicature as if it were conventional implicature. It means that generalized conversational implicature are not depend on special contexts to interpret the speaker's meaning. Yule (1996) added there is no special knowledge is needed to calculate the additional conveyed meaning in the context. Because of that, the implicature that does not take additional meaning. In other words, hearer

assumes the meaning of the conversation simply by observing the structure of the words used. Therefore, generalized conversational implicature do not or slightly on depend the context to interpret utterance. In addition, Yule (1996) explained generalized conversational implicature usually used the basis scale of values which is known as scalar implicature.

Yule (1996) stated scalar implicature defines as certain information that always delivered by choosing a word that states a value or value scale. This is especially evident in terms of expressing quantities, such as: *all, most, many, many, few, always, often, and sometimes*. This terms are listed from the highest scale into the lowest. In a conversation, a speaker chooses words from the scale that are most correct and informative based on the conversation need. The following is the example of scalar implicature:

“I’m reading *some* of my adventure novels.”

It can be seen that the speaker creates an implicature (+> not at all) by choosing ‘some’ in the example above. Hence, in saying ‘some of my adventure novels’, the speaking also creates other implicatures (for example, +> not many, +> not most).

2.2 Functions of Conversational Implicature

Based on Brown & Levinson (1987) added politeness strategies had a relation with Grice (1975) theory about the cooperative principles and the maxims. Moreover, Brown & Levinson (1987) stated the maxims are the intuitive characterization of conversational principles that would constitute guidelines for achieving maximally efficient communication. It can be said that the maxims are

the root in forming a cooperative conversation. Thus, the speaker chose to break or fail to fulfill the maxims by using the politeness strategies.

There are four main types of politeness strategies constructed, those are: bald on-record, negative politeness, positive politeness, and off record (indirect language). According to Yanti (2017), off-record is the strategy which strongly relates to implicit meaning or hidden meaning. It can be said that off-record is one of the strategies which categorized which showed the function of conversational implicature. In addition, the four politeness strategies made by Brown & Levinson (1978) are related with maxims and implicature by Grice (1975). It can be seen in the following explanation below:

2.2.1 Bald on-record

In this strategy, Brown & Levinson (1978) described the uses to which bald-record utterances where all the outputs are following the Grice's maxims. Whenever people doing talk exchange, these maxims define as the basic set of assumptions. In general, this strategy is used when a speaker wants to do Face Threatening Acts more than what the speaker wants to satisfy hearer's face. In this case, speaker is able to minimize face threats implicitly. Meanwhile, when a speaker ignored hearer's face, it is where the face threat is not minimized. Thus, the speaker will use direct imperative as the form of bald on-record strategy according to the situation. For example:

- (1) Listen carefully, I...
- (2) Watch out!
- (3) Sit down.
- (4) Come in.

From the examples above, (1) and (2) are cases of non-minimization of face threat. In this case, a speaker used this strategy in urgency or desperation. Here, the ‘face’ threat on hearer is not minimized or ignored by the speaker. Meanwhile, the examples of (3) and (4) are cases of FTA-oriented bald-on record usage. In this case, the speaker minimizes the face threat by using implication or implicit utterance.

2.2.2 Positive Politeness

According to Brown & Levinson (1978), positive politeness redress directly to hearer’s positive face. In short, speaker wants to satisfy what the hearer’s wants. Related to this discussion, positive politeness attempts to avoid problem or conflict between the speaker and hearer. Moreover, the critics Brown & Levinson (1978) described this strategy used to claim common ground. There are several strategy used to claim common ground, such as: (1) speaker notices or attends to hearer (his wants, interest, needs, and goods) (2) speaker intensifies interest to hearer by ‘making a good story’ (3) speaker uses in-group identity markers (Address form and slang or jargon) (4) speaker avoids disagreement (5) Joke. For example:

- (1) Come here, *sweetheart*.
- (2) If you give me some of your donuts, I’ll give you my coffee.
- (3) I went to the classroom, and what do you think I saw? – A huge mess all over the place caused by Anne, the troublemaker.

From the examples above, example (1) is when a speaker’s utterance used in-group identity markers. It can be seen that the speaker use the word ‘sweetheart’ as the address form. Then, the example (2) is classified as strategy used by speaker to notice hearer’s wants or condition. The last, example (3) is classified as strategy used by speaker to interest the hearer by making a nice story.

2.2.3 Negative Politeness

In this strategy, Brown & Levinson (1978) described positive politeness redress to hearer's negative face where the hearer wants to have freedom in doing his or her action without obstacles. In short, it shows self-determination of the hearer. The critics Brown & Levinson also added that negative politeness somehow redress of an FTA (Face Threatening Acts). Because of that, face saving act is usually used to perform negative politeness. Hence, speaker can use question and hedge to perform negative politeness. In this case, there is strategy where the hedges addressed to Grice's maxims. In maxim of quality, a speaker must provide truth and fact. Here, by saying the utterance with '*believe, think, or assume*' the speaker is not taking full responsibility for the fact or the truth of the utterance.

2.2.4 Off-record

According to Brown & Levinson (1978), when a speaker wants to avoid the responsibility of doing an FTA, the speaker can do off record in order to leave the meaning of the speaker's utterance in hearer's interpretation. In short, off record utterances used indirect language. This theory relates with Grice's theory about conversational implicature which deals with hidden or implied meaning. Moreover, Brown & Levinson (1978) added the basic way to applied this strategy by violating the Gricean Maxims. It can be said that by violating the maxims, a speaker made off-record strategies. These strategies which generated by violating the maxims were divided into some categories, such as (1) give hints (2) use contradictions (3) be ambiguous. For example:

- (1) It's hot here.

(2) A: Are you happy about your relationship with him?

B: *I am and I'm not.*

(3) What a hot day! (c.i. How about a drink?)

From the examples above, example (1) and (3) happens when a speaker gives a hint to hearer to turn on the air conditioner or open the window. It will based on the context or the situation when the conversation happened. After that, example (2) happens when speaker B used a contradiction where she cannot tell the truth.

2.3 Previous study

There are some works which were related with the topic that will be discussed as references and comparison. First, Conversational Implicature of Indonesian Students In Daily Conversation by Martini (2018). She aimed to solve the problem of people that frequently produce utterances which are not informative or provide less or too much information as required in daily conversation. The data was taken from 16 English department students in University of Kuningan. Then, the data were collected through observation and recording. Next, the research analyze the data by using Grice's theory about the flouting maxims and it supported by Tsuda's theory about context. In this journal, the researcher found the dominant of conversational implicature in natural context of Indonesian students is particularized conversational implicature as the result.

Second, A Conversational Implicature Analysis In Oscar Wilde's Short Story "Happy Prince" by Risdianto (2016). He purposed to describe and identify the implied meaning uttered by the characters and the implicature utterances expressed by the characters in Oscar Wilde's "Happy Prince" and. Next, the data were taken

from utterances which contained conversational implicature and analyzed it with Grice's theory. Thus, the result showed ten conversational implicature which has implied meaning found in Oscar Wilde's short story "Happy Prince".

Third, Grice's Conversational Implicature: A pragmatics Analysis of Selected Poems of Audre Lorde by Igwedibia (2017) . The previous research aimed to give possible interpretation of selected poems based on the violation of Grice's Cooperative principle and find the degree to which Lorde's selected poems adhere or violate to the maxims. The method that used is analytic survey. As the result, this research showed the maxims that could be applied in the selected poems of Lorde and express three stages of pragmatics interpretation.

Next, Conversational Implicature of Peanuts Comic Strip Based On Grice's Maxim theory by Muhartoyo & Sistofa (2013). Their purposed to analyze implied meaning and find out maxim floating and violating in *Peanuts comic strips*. This previous researcher's used qualitative method in analyzing the data. Then, this research used Grice's theory to analyze the maxims. As the result, their research showed the lowest occurrence is from maxim of relation and the highest flouting is maxim of manner in the conversation.

Fifth, Types of Implicature In Informal Conversations Used By The English Education Study Program Students by Rahayu & . (2019) . She aimed to investigate types of implicature from informal conversations. The previous researchers used descriptive qualitative method and supported by Yule and Grice's theory. Then, the data was taken from 25 students of English study program. Therefore, this research

showed three types of conversational implicature and highest types of implicature used in informal conversation are generalized and particularized implicature.

Sixth, A Study of Implicature In Daredevil Web Series Movie by Fauzia & Prakoso (2019). Their purposed to investigate the violation of maxims in Daredevil web series movie. Then, the previous researchers used Grice as the main theory. Moreover, they used quantitative and qualitative method to analyze and count frequencies of the data. Thus, this research showed 25 implicatures occurs because of the violation of maxims.

The last, Introducing Pragmatics Analysis: The Analysis of Generalized And Particularized Implicature Found In Time Magazine Advertisement Slogans by Wijayatiningsih (2015). She aimed to analyze the generalized and particularized implicature in *Time* magazine. Then, she used Grice as the main theory. The qualitative and quantitative method are used to analyze and count frequencies of the data. As the result of her research, she found 43, 33% of the data used generalized implicature and 56, 67% of them are particularized implicature.

From the explanation above, there are similarities and differences which the researcher found from the previous researcher. The similarity are: (1) the previous researcher mostly used Grice's theory as main theory (2) Most of the data were taken from the utterance in form of script. On the other hand, researcher also found some differences from the previous research. First, some of the method are used qualitative and quantitative, meanwhile researcher used only qualitative method. Second, most of the previous researchers analyzed a movie meanwhile researcher chose to analyze talk-show which is more related to conversational implicature that

focus on the ‘context’. Third, most of the previous researchers analyzed only the types of implicature, meanwhile researcher not only analyzed the types of conversational implicature but also the factors that generate the implied meaning from the utterance.

2.4 Theoretical Framework

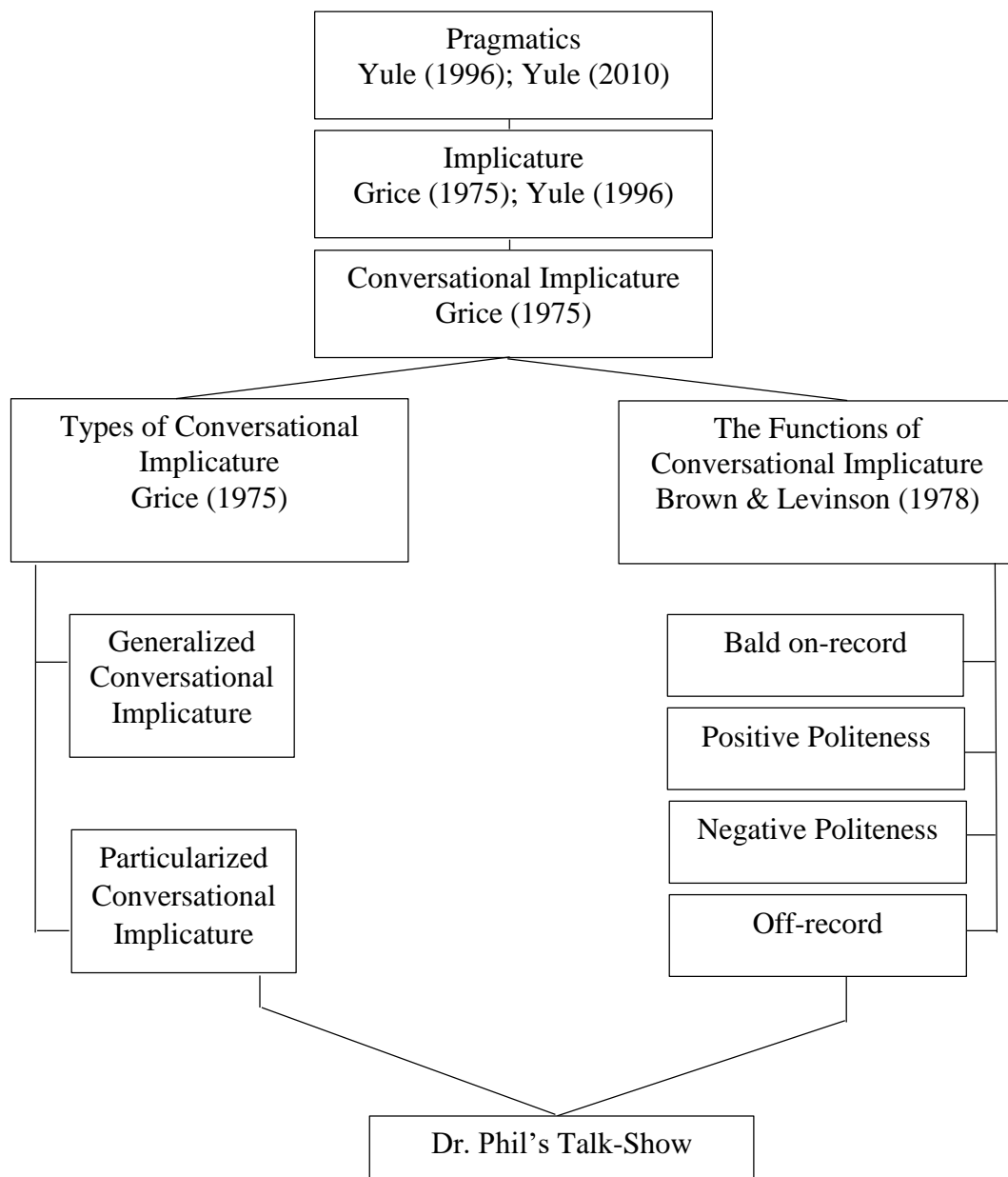


Figure 2.4

As seen in figure 2.4, researcher firstly explained about pragmatics. Then, it narrowed to implicature and focusing on analyzing the conversational implicature using Grice (1975) theory as the object of the research. After that, researcher divided the analysis into two, those are: (1) the types of conversational implicatures which analyzed using Grice (1975) as the main theory and supported by Yule (1996) theory (2) the functions of conversational implicature found in Dr. Phil's talk-show which analyzed using Brown & Levinson (1978) theory about politeness strategies. The functions divided into four categories, such as bald on-record, positive politeness, negative politeness, and off-record. The last, the data would be analyze from Dr. Phil's talk-show.