

## **CHAPTER II**

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

#### **2.1 Pragmatics**

The purpose of studying pragmatics in a discussion is to investigate the speaker's utterance, including the meaning of the message conveyed by the speaker and received by the listener. The speaker's utterance is the concentrate context during the analysis occurs. It concerns regarding the interaction between the language forms and their users. Yule (1996) contrasts pragmatic from syntax and semantics in his book *Pragmatics*. Pragmatics concerns with the study of meaning as communicated by speakers and interpreted by listeners. Therefore, it is more concern with the analysis of what people mean by their utterances than what the words or phrases in utterances themselves mean. In short, Pragmatics is the study of speaker meaning. Yule (1996) defined it because the physical environment during which an expression is communicated. It is going to have a big influence on how people understand.

Pragmatics and context are the elements that cannot be separated. The study of pragmatic means observed the context of the speaker's utterance. Nunan (1993) provides more detailed explanation in his book. He defines context as "any environment that influences a dialogue."

In language, context refers to everything that is around us, such as a word or image with a sentence attached. It can be seen as in a print media, when a word,

phrase, or sentence is surrounded by additional content. This aids the reader in comprehending the relevant paragraph. Both of language and the social context of speech aid listeners in understanding what is being said. It will be understandable easily if the context is known by the listeners. This covers the character, subject, goal and backdrop of an occasion (e.g., joke, lecture, discussion, greeting, religious ceremony) and also the connection amongst them, participants and therefore the background information.

Within the non-linguistic context, the physical world is here incorporated. Yule (1996) also defined pragmatics as the study of interpretation of an encounter which is not spoken. Context features a crucial function to play to possess a grasp of a press release and therefore the appropriate interpretation. It helps people to know even a speaker's veiled meaning.

The scope of pragmatics is quite large as pragmatics analyzes language in usage. Grice also adds that the study of pragmatics categorizes the general cooperative principles that participants should observe to, such as get bound in a conversation which the participant involved at the moment when the action occurs. The cooperative principles is distinguished into four categories. These principles are called maxims which produce consistent results within it. These categories are quantity, quality, relevance and manner.

On the other hand, people don't always mean what they say literally when they building a conversation, in producing utterances there are five ways in which people fail to comply with the maxims, including: flouting maxim, violating maxim, infringing maxim, opting out maxim and suspending maxim. Flouting

maxim occurs when speaker blatantly fails to comply with a maxim without the intention of misleading the listener.

### **2.1.1 Flouting Maxim**

Flouting maxim is one of the non-observed principles (Grice 1975). Flouting maxim occurs when the utterance does not reach the cooperative principles of maxims by breaking the maxim purposely in order to convey implied message. It occurs when the speakers blur the utterance's meaning to the listeners. Indseed, the flouting maxim misleads the comprehension deliberately. The speaker hopes that the listener can understand the implied message meaning even though the message and the context of the conversation contradict to each other.

In his definition, Thomas (1995) defined maxim flouting as consciously neglecting to obey a conscious failure to adhere to cooperative principles without the desire to deceive or create misunderstandings. This is caused by the speaker because he wants to catch the speaker's intent, both the meaning stated literally and the meaning implied. In this case, a speaker may transmit a meaning other than the literal meaning of the statement. The speaker then thinks that the listener will be able to deduce the speaker's implicit meaning. Yule (1996) incorporates the implicit meaning of maxim flouting conclude by the listener in a particularized conversational for a variety of reasons.

### **2.1.2 Types of Flouting Maxim**

The flouting maxim are grouped into the similarity number of categories. Here is the explanation of the several kinds of flouting maxim.

## 1. Flouting Maxim Quality

When a speaker violates a quality maxim, the speaker simply says something that does not reflect what the speaker truly believes. The speaker unsuccessful to meet the quality maxim and demands the speaker to make a contribution that is truthful, which is including not saying what to considered false and not utterances what the speakers lacks appropriate proof of.

Peter: Well, how do I look?

Mary: Your shoes are nice. (Kurniati, Hanidar , 2018)

The conversation above Mary violated the maxim quantity by providing less information than needed. Peter asked about his appearance, but Mary answer it by commenting his shoes. Mary didn't say what Peter asked, which means she was not following the maxim quantity.

## 2. Flouting Maxim Relevance

Relevance flouting maxim means the speaker fails to convey the message with relevant information needed by the listener in the conversation. The conversation would be filled by irrelevant information which the speaker do it in purpose. Sometimes, speakers become irrelevant because they want to hide something or say something to someone else indirectly.

Danforth: "What become of the girl, Cody?"

Cody: "There she goes, Dick," (Winarta, Suastini, Jayantini 2022).

The conversation above Cody changed the topic and confused Danforth, thus the conversation above can be concluded as a violation of the maxim relevance. The statment is considered flouting maxim relevance because Cody suddenly changed the subject and changed the topic.

### 3. Flouting Maxim Quantity

Maxim quantity states that a listener should provide information or contributions according to the speaker needs and not provide more information than what is questionable or needed. It can be concluded that in maxim quantity, both participants are expected to provide sufficient, relatively adequate, and as informative as possible. Therefore, if one of the participants provides excessive information of what is needed by the opponent talk, it means they have violated the maxim.

A (a guest) and B (a receptionist). A dog comes and stands beside him.  
 Then A asks.  
 A: Does your dog bite?  
 B: No  
 A: (bends down to stroke it and gets bitten) Ow! You said your dog does not bite!  
 B: That is not my dog. (Kurniati, Hanidar , 2018)

The conversation above B is not actually lying that his dog doesn't bite. But in this case B has violated maxim quantity by providing less information than the listener needs. A talked about the dog with them, not the B's dog in his house.

### 4. Flouting Maxim Manner

Maxim flouting manner defines as the message conveyed tends to be clear, concise, orderly, avoiding ambiguity and unclear expressions. The information in conversation must be said clearly and not blurry (Yule, 1996).

Taxi Driver : Where you headed?  
 Somerset : Far away from here. (Ibrahim, Arifin, Setyowati 2018).

The conversation above Somerset's response violated the maxim manner. It is considered flouting because the utterance is ambiguous and does not provide clear information because there is no place named "far from here". He should have told

the driver specifically where he wanted to go. This case clearly violates the maxim of manner because the speaker must convey clear information (Yule, 1996).

### **2.1.3 Rhetorical Strategies of Flouting Maxims**

Maxim flouting is often used in conversations. Some maxim flouting strategies are used intentionally or unintentionally. When a speaker says things and expects the listener can understand without having to say it directly, the strategy is also used in maxim flouting conversations. It determines whether the others are ready to gain the message meaning from the speaker and sometimes people use figurative language when they are talking to each other so that they can express their feelings more easily. Grundy (2000) stated that the rhetorical strategy is also considered to be scornful to the maximum of the cooperative principle. He also adds rhetorical strategies include tautology, rhetorical question, irony, metaphor, overstatement and understatement, as described below.

#### **1. Tautology**

Tautology is a figurative language style of repetition to emphasize something. It is an expression that often to explain the meaning precisely in a clearer way (Grundy 2000). In short, the purpose of tautology is to emphasize the intent of the statement. In its usage, it is implied repeatedly which is exaggerated. This figure of speech is actually considered as a waste of words and the sentence itself become ineffective. It also does not make necessary contributions, instead it makes the utterance seem not as informative as it needed.

The characteristics of tautology are usually to clarify the meaning contained in a sentence or statement, to make the hearer better understand what the author is saying, and tautology can make a sentence not seem rigid.

Ellen: I'm just confirming what the tabloids are saying, which is that y'all are getting married.

Gwen: **Oh, so if I say we are, then I say we are. And if I say no we're not, then that would be sad too.** (Trang, Hoa, 2020)

The statement above Gwen used repetition in order to emphasize the situation she was involved in. In this situation, Gwen used tautology in purpose to hide the truth. As a celebrity, she did not want to reveal her private life in public sphere. The statement that she used is considered as tautology.

## 2. Overstatement

According to Leech (1983), overstatement is the speech figure that a speaker uses to describe something clearer than certain circumstances. It is similar to hyperbole. It is an a figurative expression which the usage seems exaggerated from facts or existing data to create a dramatic effect.

This figurative expression has several characteristic features. First, it uses excessive and sometimes nonsensical language. Second, the language used is dramatic. Then, the language style gives a certain effect. These features could be seen in the statement below

Seb : What are you doing? Please don't do that. Please don't sit on that.

Laura : Are you kidding?

Seb : Please don't sit on that. Don't sit on that. Don't sit on that **Hoagy Carmichael** sat on that!

Laura : Oh, my God!

Seb : "The Baked Potato" just threw it away. (Wahyuni, Arifin, Lubis, 2019)

The statement above is considered as overstatement. Instead of saying the chair is broken, Seb uses "Hoagy Carmichael" to make Laura move from her seat.

### 3. Understatement

Understatement describes excessive conversations that differ from hyperbole and figure of speech that creates something to comprehend but in reality it is crucial. The speaker's utterance is inversely proportional to what should be said. In some cases, understatement is used in criticism in order to impress the listener.

The characteristic of understatement is that it usually has an emotional and imaginative effect on the listener or the expressing and make the abstract more concrete.

Ellen: And the last time you were here, you were starting the "Endgame" movie right? Is that what you – you were starting that?

Brie: Yeah. **The little movie that could.** (Trang, Hoa, 2020)

The statement above explain that Brie called "Endgame" movie as a "little movie". It is considered understatement since everyone knows that "Endgame" movie is a blockbuster movie.

### 4. Metaphor

The one of strategy in maxim flouting used is metaphors. Metaphors is the use of an expression which there is a relevanceship between a "metaphorical" expression and a "literal" expression (Levinson 1983). Metaphors usually occurs at flouting maxim of quality and marked with the expression used that lack of evidence and the information is believed to be false. For instance, when the speaker is saying that his home is like banyan tree, the speaker has flouted the maxim of quality. The utterance's meaning is not interpreted literally. It does not means his house is like a banyan tree, but it is interpreted as his home is comfortable enough.

The characteristics of metaphor usually use words or phrases that have figurative meanings to equate or compare an object with another object.



Comparing an object or situation by using a direct comparison without any comparative words such as like, for example, and as if. Another example of metaphor could be seen in the statement below.

Jesse: So. Did she blow a gasket?

Anna: She paged Dad away from work. (Noertjahjo, Arifin, Ariani 2017)

The conversation above has found a phrase "blow a gasket" which considered as a metaphor that also worked as a figurative strategy. In her statement, Jessie wanted to know her mother's reaction after she received her petition.

## 5. Rhetorical Question

Rhetorical question is an interrogative sentence that actually contain a statement that do not require an answer (Levinson, 1983). This strategy occurs because the answer is known by the public or it is a fact that have been acknowledged by the public. Basically, rhetorical question is used as a satire or just to create a small talk.

rhetorical questions are usually asked to emphasize the sentence and do not expect an answer because they already know the answer.

It is usually a question whose answer is very clear and already known.

Ellen: How do I know it's not intentional?

Mark: How do you know I'm not narcoleptic? (Trang, Hoa, 2020)

The data above shows that Ellen is teasing Mark because of the fact that he falls asleep easily. Then, Mark replies the joke with the rhetorical question in response to Ellen's question.

## 6. Irony

The next strategy is irony. The irony is divided into irony itself, sarcasm and banter. According to Leech (1983), Irony is a seemingly friendly way to be offensive and banter is portrayed as an offensive way to be friendly. It can be concluded that banter and irony are the opposites of each other. Irony and banter can be put together in a sentence. The last classification of irony is sarcasm. Sarcasm is a kind of unfriendly irony which express satire (Cutting 2008). By using this, the speaker usually says something that could hurt the other participant.

The characteristics of irony are usually to hide the meaning of the actual expression and the speech delivered is inversely proportional to the actual facts. The speech uses subtle words, but has a harsh meaning in the form of satire.

Below data is the example of irony.

Anna : You've got the help. Jesse got arrested.  
 Campbell : What? why is this my problem?  
 Anna : Because I need you to get him out. You 're a lawyer.  
 Campbell : I'm not his lawyer.  
 Anna : But can't you be?  
 Campbell : Why don't you call your mother? I hear she's taking new clients.  
 (Noertjahjo, Arifin, Ariani 2017)

It data could be seen that Campbell gave advice to Anna, in fact he implied a negative meaning such as "I don't want to help your brother, he is not my responsibility". Campbell knows that Sara is back at work as a lawyer and the point of Campbell's utterance in using the strategy of irony is to insult someone.

## 2.2 Previous Research

Hutapea (2017) analyzed the types and rhetorical strategies of maxim flouting in the conversations of Winfrey and J.K Rowling in the Oprah Winfrey Show. This research uses the Cooperative Principle theory from (Grice 1975) and this research method is a qualitative method. The data from this research are all utterances related to the violation of maxims uttered by Winfrey and J.K Rowling in the Oprah Winfrey Show which includes the flouting maxims, namely quality, quantity and manner.

Nurfarwati, Anisa Nur, and Yugafiati (2018) analyzed flouting maxims using descriptive qualitative methods to observe the results of flouting maxims in this journal. which is a character named Abdur Arsyad and an American comic named Kevin Hart use flouts maxim of quantity the most because of the influence of American culture which tend to be direct in communication also use Paul Grice (1989) proposed four cooperative principles that people expected to follow: maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner.

Nurfarwati (2018) analyze Flouting Maxim found in the popular film Finding Dory. This research has two main objectives, namely finding the type of Flouting Maxim in the film this journal proposed the theory of cooperative principle by Grice (1975). this journal found that maxim flouting occurs when the speaker does not observe the proper maximum during the conversation to make a certain meaning and is the invention of all kinds of flouting maxim.

Hamani and Puluhalawa (2019) discussed maxim flouting that occurs in Kungfu Panda movie. This study uses the Cooperative (Grice 1975) Principle and

theory is maximum quantity, maximum quality, maximum and maximum relevanceship flouting by the main character in Kungfu Panda Movie, it has been discovered that all the main characters all flouting all the types of maxims.

Hamani and Puluhulawa (2019) analyzed maxim flouting and characters in coco movie script based on Grice's cooperative principles. This study used descriptive qualitative methods to analyze data. The source of this research data is coco film and its use maxim flouting in the character.

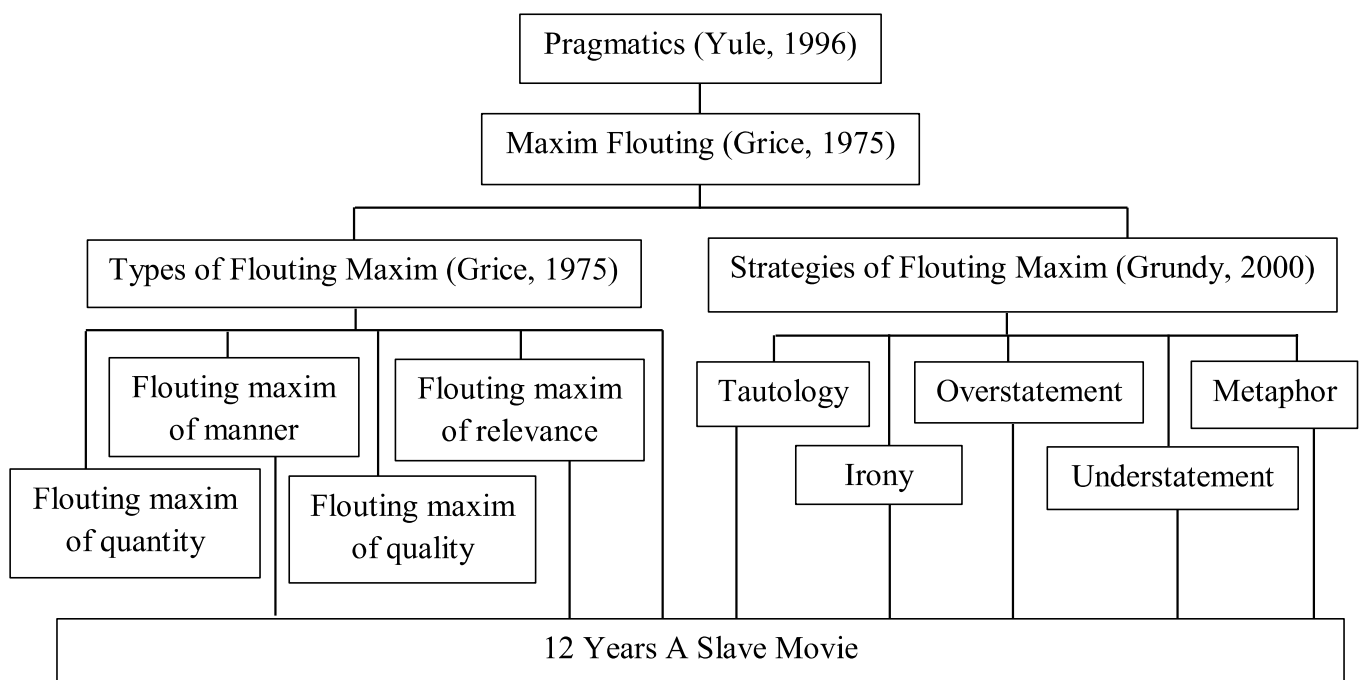
Wahyuni, Arifin , B, and Lubis (2019) analyzed a film called La La Land. Therefore, this research is focused on the analysis of maxim violations committed by the main character in the film La La Land. This study aims to find the type of maxim violated by the main characters and also identify the implied meaning behind their speech. The data in this study was taken from movies in the form of speech. In relevance to the purpose of the above research, it was found that the main characters ridiculed all kinds of Gricean maxim. There are 44 data containing max breaches in the movie. In addition, it is also found that the implied meaning behind the main character's speech depends on the context of the conversation. Most implied meanings contain speech that serves to insult, scold, ask, and praise.

Lasiana and Mubarak (2020) provided the analysis of flouting maxim in Ruby Spark film. This research is to discover the type of flouting maxim found in speech between characters in movies. The theory used in this research was (Grice 1975) In this study, researchers applied qualitative descriptive methods. Ruby triggers the movie during their conversation. There are four types of maxim flouting found in film. Maxim quality, maximum relevant and maximum.

Op.Sunggu and Afriana (2020) analysis of flouting maxims in “Wonder Woman” movie. This research focus analyzed of flouting maxim in the conversation and find the reason the characters flouted the maxim using theory by Grice, researches using qualitative descriptive method by Sudaryanto.

### 2.3 Theoretical Framework

The research used pragmatics explanation as a research approach. This study will analyze maxim floating for the topic of this research according to Grice (1975). In maxim flouting, the researcher will analyze the types of maxim flouting and the theoretical strategies used by Grundy (2000) in the "12 Years a Slave" movie.



**Figure 2.1 Theoretical Framework**