

## **CHAPTER II**

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

#### **2.1 Theoretical Framework**

In this chapter, the researcher will explain about the theories and previous studies underlying this research. The researcher used theories from books and some resources. The main theory of this research is pragmatic which is focused on maxim that flouted by the main character in “dumb and dumber to” movie.

##### **2.1.1 Pragmatic**

Pragmatics is the study of meaning (Yule, 1996). It studies the utterance of a speaker in a conversation, the meaning of the speaker, and also the meaning interpreted by the listener. It also includes context or the circumstances when the conversation occurs in the analysis. For that reason (Yule, 1996) describes pragmatics as a study of meaning in context. In his book Pragmatics, (Yule, 1996) differentiates pragmatics from syntax and semantics in the way of pragmatics concerns about the relationships of linguistic forms and the users of those forms. Pragmatic is the only one that includes human into the analysis. For that (Rowe, n.d.) states pragmatics as the study of the effect of context in meaning. It studies the practical use of language to obtain certain purposes. Then, the meaning of a speaker can be interpreted more accurately by understanding the context.

For context, (Yule, 1996) refers it to the physical environment where an expression is conveyed. It may give a great impact to the way people interpret an expression. In his book, (Nunan, 1993) gives a clearer explanation about it. Nunan states that context refers to any situation influencing a discourse. In the case of pragmatics, the discourse is the conversation among two or more people.

(Nunan, 1993) divides context into two types, linguistic context and nonlinguistic context. Linguistic context is the language of the society; the words, the utterances, and the sentences used by the surrounding. Whereas, non-linguistic context includes the type, the topic, the purpose, the participants, and the background knowledge of a communicative event (joke, greeting, religious ceremony, conversation), and also the relationship between them. Here, the physical environment is included in the non-linguistic context. (Yule, 1996b) also defines pragmatics as the study of interpreting what is unsaid in an interaction. To have a comprehensive understanding of an expression and the right interpretation, context has an important role. It will help people interpret even the hidden meaning of a speaker.

### **2.1.2 Cooperative Principle**

Grice as cited by (Grundy, 2000) formalized the observation that when people talk people try to be cooperative by elevating this notion into cooperative principle. One way of being cooperative is for a speaker to give as much information as is expected. Cooperative principle is a theory formulated by Herbert Paul Grice. It was

published firstly by Harvard University press in his article entitle “Logic and Conversation” in 1975. Grice proposed that participants in a communicative exchange are guide by a principle that determines the way in which language is used with maximum efficiency and effect to achieve rational communication.

(Levinson, 1983) summarized the cooperative principle as the specification of what participants have to do in order to converse in a maximally efficient, rational, co-operative way: they should speak sincerely, relevantly and clearly, while providing sufficient information.

In an attempt to describe how the cooperative principle work, Grice formulated guidelines for the efficient and effective use of language in conversation. The guidelines are known as the maxims of conversation. It should be underlined that (P. H. Grice, 1975) introduces quantity, quality, relation and manner as categories.

The fact that Grice as cited by (Thomas, 1995) expressed the cooperative principle in the imperative mood has led some casual readers of his work to believe that Grice was telling speakers how they ought to behave. What he was actually doing was suggesting that in conversational interaction people work on the assumption that a certain set of rules is in operation, unless the people receive indications to the contrary. Sometimes, in every area of life everyone makes similar assumptions all the time.

Grice gave a useful analogy that is driving a car to explain the theory. When we drive, we assume that other drivers will operate according to the same set of regulations as we do (or, at the very least, that they know what those regulations are). If we could not make such assumptions the traffic system would rapidly grind to a halt. Of course, there are times when we do have indications that another driver may not obey the rules (a learner, a drunk, a person whose car is out of control, an ambulance or fire tender with its lights flashing and siren blaring or that they may be following a different set of rules (a car with foreign number plates) and on these occasions we re-examine our assumptions or suspend them together. And of course, there are times when our assumption that others are operating according to the same set of rules is misplaced, and then an accident may occur.

For setting out his cooperative principle, Grice was suggesting that people are always good and kind or cooperative in any everyday sense of the word. Grice was simply noting that, on the whole, people observe certain regularities in interaction and his aim was to explain one particular set of regularities-those governing the generation and interpretation of conversational implicature.

Grice argues that without the assumption that the speaker is operating according to the cooperative principle, there is no mechanism to prompt someone to seek for another level of interpretation. (Thomas, 1995) mentioned that the observation that the speaker has said something which is manifestly untrue, combined with the assumption that the cooperative principle is in operation sets in motion the search for

an implicature. The four conversational maxims help us establish what the implicature.

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### **2.1.2.1 Maxim**

#### **a. Maxim of Quantity**

According to Grice (P. Grice, 1975) the category of quantity relates to the quantity of information to be provided. The first maxim under this category requires one to “be as informative as required.” This maxim means that the speaker has to include all the information that the hearer requires to understand. If the speaker leaves out a crucial piece of information, the hearer will not understand what the speaker is trying to say.

On the other hand, providing too much information during course of a conversation can be perceived as superfluous and insignificant to the other person. According to the second maxim, which requires one to “be brief”, the speaker should avoid unnecessary, redundant information in his contribution.

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

Under the category of quality, the maxim of truthfulness falls. This maxim refers to the importance of making only statements one believes to be true as (P. H. Grice, 1975) expects that the contributions to “be genuine and not spurious.” In short, the speaker is expected to be sincere and tell the truth. They are assumed not say anything that they believe to be false or anything for which they lack evidence. The reason is that if s/he gets making false statements s/he will lose one of the most important social assets a person can have, credibility.

### **c. Maxim Relation**

Under the category of relation, (P. Grice, 1975) place a single super maxim namely be relevant. The demand for relevance simply means that the speaker should only include information in the communication that is relevant to the topic being discussed.

### **d. Maxim of Manner**

Under the category of manner, which Grice understand as relating not to what is said but rather to how what is said is to be said. It assumes the speaker should be brief and orderly, and avoid obscurity and ambiguity expressions.

Grice emphasized that it is important to recognize these maxims as unstated assumptions we have in conversation. (Yule, 1996) assumed that people are normally going to provide an appropriate amount of information; we assume that they are

telling the truth, being relevant, and trying to be as clear as they can. Because these principles are assumed in normal interaction, speakers rarely mention them.

In short, these maxims specify what participants have to do in order to converse in a maximally efficient, rational, cooperative way: they should speak sincerely, relevantly, and clearly, while providing sufficient information.

#### **2.1.2.2 Flouting Maxim**

Although Grice said that maxims are important, Grice realized that in some conditions people have to do deliberate violation or flouting. The violation of a maxim above may have some effect such as misunderstanding if the hearers do not give response to an implication or when the addressee fails to make an inference from the addressor's intention. It may be understood only if the hearers have the same background knowledge with the speaker. The knowledge includes not only the rules for interpretation of linguistic items, but also the knowledge of the world, to which the addressor can imply or refer.

(P. H. Grice, 1975) said there is something natural or normal that people do not obey the cooperative principles. If people flout conversation, it does not mean that communication will not be successful. In addition, the flouting of a maxim can be many things, and there is no way of prescribing of particular violation as useful or detrimental. Then, the participant will understand the implication of the address or

whether the addressees know the situation or occasion. It means that addressees have the same thinking to imply what the speaker said based on the situation.

Based on Grice maxims, there are several criteria of flouting the maxim as distinguishing guidelines.

**a. The flouting of maxim of quantity**

Quantity maxim flouting means that the speakers of a conversation fail to fulfill the maxim of quantity in the Cooperative Principle. It includes whether the speakers are not as informative as is required or more informative than is required. Speakers become less informative or more informative when they flout maxim of quantity. This previous conversation can be an example of this kind of maxim flouting:

The flouting maxim of quantity focuses on one kind of maxim being flouted by the characters in *Dumb and Dumber* movie subtitle, which is the maxim of quantity. To fulfill the maxim of quantity, the speaker should make the quantity of the utterances as informative as it is required and the speaker is not allowed to make the utterances more than what is required or less than is required. When the utterance is not as informative as it is required, it means that the speaker flouts the maxim of quantity.

Example :

*Adele: Oh, what's in the box, honey? Hmm.*

*Mr. Pinchelow: Just a small gift.*



( 31.26)

Penny will join a science conference in El paso. Penny wants Mr. Pinchelow to go with her, but he cannot go there because he is not in a good condition. Mr. Pinchelow entrust a small box to Penny, he ask Penny to give it to Dr Walcott in El paso. Adele thinks that something which is inside the box is Mr pinchelow's precious invention. She wants to take that box, because she will sell the invention to earn much money for herself.

According to the theory of cooperative principles, Mr. Pinchelow's utterance "Just a small gift." is regarded as flouting maxim of quantity because he gives less information to Adele. Mr. Pinchelow does not answer completely whether the thing inside the box is a cake, accessories, or something else. Without saying "a small gift", Adele has known that it should be something small, because it is covered with the small box. Therefore, Mr. Pinchelow should explain more about the gift to Adele. Based on the theory of cooperative principles, Mr. Pinchelow should answer "the box contains my great invention and I want to give it to Dr. Wallcott" Towards Adele's utterance.

The inference drawn from Mr. Pinchelow utterance is that he hides something. He does not want to tell Adele the truth about the box. Adele always steals Mr. Pinchelow's valuable properties. Mr. Pinchelow knows that Adele will take it if he tells the truth about the box.

**b. The flouting of maxim of quality**

When a speaker flouts a maxim of quality, the speaker simply says something that does not represent what he or she actually thinks. The speaker fails to fulfill the maxim of quality; a maxim that requires the speaker to make a contribution that is true, that is not saying what is believed to be false and not saying that for which the speaker lacks of adequate evidence. An example of quality maxim flouting that breaks the maxim requiring a speaker to say what he believes to be true is in the following dialog.

In this maxim, the speaker is not allowed to say what he believes that it is untrue. The speaker should make a true contribution and he should say something that he has evidence for it. When the speaker does not give true information, it means that he flouts the maxim of quality.

*Example :*

*Lloyd: How much for a beer?*

*Bar keeper: It's gratis.*

*Lloyd: ooh. That sounds expensive.*

*(Moviesubtitle.org, 01.06.44)*

Harry and Lloyd want to meet Harry's daughter, Penny. They disguise as Dr. Pinchelow and his friend to enter to the building, because they do not have a ticket. They look for Penny in a bar, inside of the KEN building. They sit in a chair and order for a drink, but they do not have money.

According to the theory of cooperative principles, Lloyd's utterance "that sounds expensive." is regarded as flouting maxim of quality because he gives untrue response to bar keeper. Gratis means free, but Lloyd thinks it is expensive because he never heard that word yet. Based on the theory of cooperative principles, Lloyd should answer "Oh, it is great" Towards bar keeper's utterance.

The inference drawn from Lloyd utterance is that he wants to be looked a cool guy. He does not know what the bar keeper actually means. He does not know what is "gratis". Then he thinks that it is something expensive. "Gratis" has similar meaning with free.

**c. The flouting of maxim of relevance**

Relevance maxim flouting means that the speakers of a conversation fail to be relevant in communicating. Speakers are usually being irrelevant in flouting maxim of relevance. However, being irrelevant does not purely mean that the speakers do not want to be relevant. Sometimes, speakers are being irrelevant because they want to hide something or to say something to others indirectly.

In this type of flouted maxims, the utterances which are not relevant and more or less than what are required are categorized as flouted maxims of quantity and

maxims of relation. There is 1 utterance out of all of utterances discussed in this subchapter. Here are the elaboration of the discussions:

*Example*

*Billy: Is that you, Lloyd?*

*Lloyd: Very good. I didn't think you'd recognize me  
after all these years.*

*(Moviesubtitle.org, 05.46)*

Harry and Lloyd walk across the street. They meet their old friend, Billy. He is a blind man, tries to figure out who are talking beside him. He can recognize people based on the man's voice. He does not meet Lloyd for 20 years. He guesses the man who is talking to him is Lloyd.

According to the theory of cooperative principles, Lloyd's utterance "Very good. I didn't think you'd recognize me after all these years" is regarded as Flouted the quantity because Lloyd gives more information. Lloyd adds his answer which is actually not needed in relation to Bill's question by saying "I didn't think you'd recognize me after all these years". Lloyd says so because he wants to express what he thinks about Bill. Lloyd also flouts the maxim of relation, because he gives irrelevant information. Lloyd should answers 'yes' or 'no'. Based on the theory of cooperative principles, Lloyd should answer "yes, it's me" to Billy's guess.

The inference drawn from Lloyd utterances is he wants to cover up his feeling. He is surprised. He does not expect that Billy's guess is correct. He thinks that Billy forgets his voice because Billy does not meet him for 20 years.

**d. The flouting of maxim of manner**

To be clear in saying things is what all speakers try to do. However, in some occasion, ambiguity indeed happens whether the speaker intends to make it or not. Then, maxim of manner is not fulfilled as the result.

The flouted maxim of manner focuses the discussion on one kind of maxim being flouted by the characters in Dumb and Dumber to movie subtitle, which is the maxim of manner. To fulfill this maxim, the speaker should make his contribution as clear as it is required. The utterances should be brief and neat. When the utterances are not clear or not brief and neat, it means that the speakers flout the maxim of manner.

An example of manner maxim flouting is presented in the following dialog.

*Fraida: Look guys, it's me. Fraida Feltcher.*

*Lloyd: Yeah, right. Like we'd fighting over those blowfish jowls.*

*(Moviesubtitle., 18.41)*

They do not meet Fraida for long time. Fraida's appearance is changed, she is fatter than the last time they met.

According to the theory of cooperative principles, Lloyd's utterance "Yeah, right. Like we'd fighting over those blowfish jowls." is regarded as flouted maxim of manner, because Lloyd gives ambiguous response to Fraida. Lloyd agrees with Fraida's statement by saying "yeah, right", but he compares Fraida with blowfish jowl which indicates that he does not believe Fraida. The word "blowfish" indicates that Fraida is overweight comparing with the blowfish that has big body. Lloyd thinks that the girl is not Fraida. Considering Fraida was slim, therefore he makes fun of her.

Based on the theory of cooperative principles, Lloyd should answer "yes, right. You are fatter than before" as true information. The inference drawn from Lloyd's utterance is that he disagrees to Fraida's statement. He does not believe in Fraida utterance, because Fraida gets fatter than before. The last time Lloyd meets Fraida, who has a beautiful face and her body is slim.

## **2.2 Review of Previous Research**

The study about flouting maxims has been conducted by many people. The most famous study of flouting conversational maxim is conducted to create humor through the Grice's theory. One of thesis which provokes humor by using this theory comes from (Aguslani, 2012), from Petra Christiani University. The researcher conducted an analysis of flouting conversational maxim entitled "*Flouting of Maxims Which Provokes Humor in The Big Bang Theory and Office Boy Shift 2 Movie Series*". This thesis used Gricean Maxims to look for the humor which

was created in Big Bang Theory and OfficeBoy Shift 2 Movie Series. In this study, the researcher compared two movies for looking the frequently appearance of flouting maxim in both movies. The researcher also gave a detailed explanation how the characters create humor through the flouting maxims. As a result, the study found that the characters in two movies flouted all maxims in the way to make humor appears in the movies. In the Big Bang Theory and Office Boy Shift 2 Movie, the maxim of relation was the maxim that often flouted with ratio of 18:10. The second most flouted was maxim of quantity with ratio 12:4. Maxim of quantity was put on the third place maxim flouted with ratio 5:4. And the last was maxim of manner with ratio 5:2.

Different with this study, the researcher's study do not focus on the humor. Provokes humor through flouting maxim has been conducted by many people. There were many studies of co-operative principles in focusing on flouting maxims to look for humor. Humor became a favorite one in doing research of flouting maxims. In the researcher's study, the character that is elected is not the kind of humorist person. The character is a typical of serious person. Since looking for the flouting maxim in the humorist person has been so many, the study is conducted to serious person as the main character of the movie.

The second thesis which concerned in the same field comes from (Diastuti,

2012) from State Islamic Studies Institute (STAIN) Slatiga. The researcher conducted a research entitled “The Analysis Maxim in *“Tears of the Sun” Movie*”. This research concerned in analyzing the cooperative maxims which was used by all characters in the movie through conversation. Different with the first thesis above, if the first thesis used flouting maxim, this thesis analyzed in observing maxims. In this thesis, the researcher focused to seek the kinds of maxims that were obeyed by all characters. In this case, the researcher also gave a detailed expression for showing that the characters observed the maxims. In the second focus, the researcher intended to find the characterization of the characters that were drawn through obeying maxims. The result is it has found that the actors and actress obeyed all of Grice maxims in Cooperative Principle. For maxims of quality, the researcher characterized the character as loyal soldier, brave, honest, satirist and responsible. The maxim of quality could show the kind of person which is patience, brave, distinct, and charitable. The characteristics of a person convey maxims of relations was loyal soldier, brave, honest satirist and responsible. For the last, maxim of manner was loyal, brave, distinct person, and responsible.

Although (Diastuti, 2012) study focused on obeying maxims to describe the character of the actor and actress that was played in the movie, the researcher’s study uses flouting maxim to characterize the character in the movie.

The third comes from (Inayati, 2014) from Universitas Padjajaran Bandung. The researcher used the Grice’s theory to analyze her research entitled *“Flouting Maxim*



*in Particularized conversational Implicature*". The researcher said that the drama contains the dialogue of the character which uses all of communication to transfer the message of the story to the audience. The researcher said in types of conversation there is a conversation called particularized conversational implicature which is an additional unstated meaning that depends on special or local knowledge. According (Inayati, 2014) understanding the additional conveyed meaning delivered implicitly, the hearer has to be able to clearly figure out what the speaker means. To build a good conversation, the participants of the conversation, the speaker and the hearer, should follow the conversational maxims. Particularized conversational implicature, however, flouts some conversational maxims. This paper shows how conversational maxims are flouted in particularized conversational implicature. The method used in the research is the descriptive analysis method. The analysis of the particularized conversational implicature was carried out through pragmatics analysis based on particularized conversational implicature theories developed by Grice (1975) and Yule (1996). The data for the research were taken from a drama serial entitled *Gilmore Girls* written by Amy Sherman-Palladino. In the research, the data of the particularized conversational implicature collected were classified and analyzed. The result of the research on the data indicates that particularized conversational implicature flouts two kinds of maxim which are maxim of relation (be relevant) and/or maxim of manner (be perspicuous, avoid obscurity of expression, avoid ambiguity, be brief, be orderly).

Based on all of the previous study above, the reseacher gets the differences with this researcher. The difference are found in the principle of the characters. The prevoius research finding was obeying the Gricean Maxims, while this research is focusing to find the flouting maxims in the characters.

## 2.1 Theoretical Frameworks Figure

