CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORETICAL

FRAMEWORK

In this research, the researcher reviews some literature which is related to the research that is held. The researcher takes some concepts and theories which have a correlation to this research that can help the researcher in doing this research.

2.1   Pragmatics

Pragmatics can be interpreted as a branch of linguistics that specifically examines the use of language in communication. According to Leech (1983:1) "pragmatics is how language is used in communication." It means that in pragmatics, the major aim of communication is considered the exchange of information. It is similar to Griffiths (2006:1) states "pragmatics concerned with the use of these tools in meaningful communication." It means that meaning is one of the most important elements in communication between the speaker and the hearer. That meaning would be understandable if the speaker and the hearer have background knowledge in accordance with existing principles. Here, meaning itself is not only explicitly stated but also implied.

Contrast with Levinson (1983:9) states "pragmatics is the study of those relations between language and context that are grammaticalized, or encoded in the structure of a language." It means that those aspects of the relationship between language and context that are relevant to the writing of grammars. When

discussing pragmatics, means that it is where the nation of context comes in. It is important to know the context in which the language is used. It is also significant to concern context when interprets the meaning of an utterance. It is supported by Mey (1993:41) states "context is more than just reference." It means that context itself plays an important role in its use.

Similar to Birner (2013:2) that states "pragmatics is the study of language use in context." It means meaning in pragmatic is generally implicit. It is because the same utterance will mean different things in different contexts, and will even mean different things to different people. Context basically is the relevant aspects of the physical or socials setting of an utterance. It is any background knowledge assumption that shared by the speaker and the hearer and which contributes to hearer's interpretation of what speaker means by a given utterance. In short, pragmatics is the study of context and language use. It is concerned on the aspect of the meaning that cannot be predicted by linguistic form. The focus of the pragmatics analysis is on the meaning of the speaker utterances on the conversation rather than on the meaning of words or sentences, and the interesting topic of this discussion is talking about implicature.

2.2   Implicature

Implicature can be defined as something that is more than what the words mean. According to Horn & Ward (2006:3) "implicature is a component of speaker meaning that constitutes an aspect of what is meant in a speaker's utterance without being part of what is said." It means that what a speaker intends

to communicate is characteristically far richer than what she directly expresses. There are two different sorts of implicature namely conventional implicature and conversational implicature. Both implicatures convey an additional level of meaning, beyond the semantic meaning of the words uttered. However, they differ in the case of conventional implicature the same implicature is always conveyed, regardless of context, whereas in the case of conversational implicature, what is implied varies according to the context of utterance. It is supported by Grice in (Birner, 2013) that distinguishes between what is said and what is implicated. Unlike conversational implicature (what is implicated) which is based on context-dependent and non-truth condition, conventional implicature (what is said) is truth-conditional and based on context independent.

2.2.1 Conventional Implicature

According to Yule (1996:45) "conventional implicature is not based on the cooperative principle or the maxims, don't have to occur in conversation, and they don't depend on special contexts for their interpretation." It means that conventional implicature is associated with specific words and result in additional conveyed meanings when those words are used.

2.2.2 Conversational Implicature

According to Mey (1993:45) "conversational implicature is something which is implied in conversation." It means that there is something which is left

implicit in actual language use. In other words, there are several intentions that are not explained clearly in a conversation. Mey also added that conversational implicature concerns the way we understand an utterance in conversation in accordance with what we expect to hear. According to Birner (2013:62) "one hallmark of conversational implicature is that the meaning of the utterance is not truth condition." It means the truth of the statement would not be affected. Another hallmark of conversational implicature is context dependent. It is because if the context were different, this particular form might not give rise to the same implicature. The more speaker and hearer know about the context in their conversation, the more qualified guess-work is going to be.

Based on (Birner, 2013) there are two kinds of conversational implicatures:

2.2.2.1 Generalized conversational implicature

It can be defined as something that is one which does not depend on particular features of the context. According to Yule (1996:41) "generalized conversational implicature arises when no special knowledge is required in the context to calculate the additional conveyed meaning." It means the hearer does not required in the special background knowledge in understanding what is meant by the speaker.

Example:

> Doobie : Did you invited Bella and Cathy?
> Mary : I invited Bella.

In the example above, there is no special background knowledge of the context of utterance is required in order to make the necessary inferences. It shows clearly that Mary does not invite Cathy, she only invites Bella. So, the hearer can

easily understand the meaning of the speaker's utterance although there is no special context of situation.

2.2.2.2 Particularized conversational implicature

It can be defined as something which depends on particular features of the context. According to Birner (2013:64) "particularized conversational implicature is unique to the particular context in which they occur." It means particularized conversational implicature typically associated with the proposition expressed. Conversations generally happen in very specific context in which locally recognized inferences are assumed. Such inferences are required in calculating the conveyed meaning resulted from particularized conversational implicature. Therefore, particularized conversational implicature happens when there is special knowledge of context required by the hearer in understanding what is meant by the speaker in the conversation.

    Example :   Rick   : Hey, coming to the party tonight?
                   Tom   : My parents are visiting

By her utterance, Dinda flouts the maxim of quantity and relation. She flouts the maxim of quantity since her response is not informative as is required. Her irrelevant response also shows the flout of maxim of relation. Because a simply relevant answer would be yes or no. Those who don't understand the context of the situation might be confused in understanding the conversation above.

2.3   Cooperative Principle

According to Grice in Hadi (2013) "cooperative principle has played a historically important role in pragmatics." It means the message in a communication will be successfully delivered by a speaker to the hearer if they can build a cooperation one and another. So, a communication needs the effectiveness and efficiency of delivering contribution of information that is easier for the speaker and the hearer. The speaker often means more than what they literary say and it is not easy to comprehend by the hearer. That is way Grice proposed the theory and offered to use theory of Cooperative Principle to avoid misunderstanding and misinterpretation between the speaker and the hearer. In order to make a conversation go on successfully and smoothly, the speakers both and hearer should hold a cooperative attitude. Grice's formulation of the CP is rather more detailed:

> "Make your conversational 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."
> (Grice, 1975:45)

Based on the explanation above, Grice states that the basic idea behind the Cooperative Principle is that interlocutors are attempting to be cooperative in conversation and consistently to make their utterances appropriate in context because conversation can work only because both people are trying to be cooperative. In fact, when people speak they need to cooperate with ideas and the message, so there will be no miss communication between the speaker and the hearer.

Example :

A : Do you want a coat?
B : No, I really want to stand out here in the freezing cold with no clothes on.

The speaker has accidentally locked herself out of her house. It is winter, the middle of the night and she is stark naked. Based on the example above, B's answer looks untrue and uncooperative. B's answer can be said as sarcastic reply towards A's question. Thus, B flouts the maxim of Quality. Her response can be easily interpreted that she needs the coat offered by A.

Cooperative principle consists of four maxims: maxim of quality, maxim of quantity, maxim of relation and maxim of manner. Each of these maxims covers one aspect of linguistic interaction and describes what is expected of a cooperative speaker with respect to that maxim. By applying Cooperative Principle, the speaker allows the hearer to draw the assumptions about the speaker's intentions and the contextual meaning. The four conversational maxims will be elaborated as follow:

2.3.1 Maxim of Quantity

According to Grice, the category of quantity relates to the quantity of information to be provided, and under it fall the following maxims:

> "Make your contribution as informative as is required (for the current purposes of the exchange) and do not make your contribution more informative than is required." (Grice, 1975:45)

Based on the explanation above, this maxim states that each participant's contribution to a conversation should be just as informative as is required; it should not be less informative or more informative (say enough, but don't say to

much). The spaker who gives insufficient information will cause failure in conducting a conversation. It is supported by Singh (2016) that states the quantity maxim leads hearers to search for the amount of information in a text or description.

> Example : A : What time do you work tomorrow?
> B : Tomorrow I work at 2 pm

In the example above, B responds to A's question without adding other information. It means that B's responds just straight to the point.

2.3.2 Maxim of Quality

According to Grice, the category of quality falls a supermaxim that is trying to make your contribution one that is true and two more specific maxims:

> "Don't say what you believe to be false and don't say that for which you luck adequate evidence." (Grice, 1975:46)

Based on the explanation above, it means that this maxim focused on the quality of information that is given by the speaker. The speaker should try to make the contribution be true. Here, there are two important keywords in maxim of quality: truth and proof. This maxim also states that each participant's contribution should be truthful based on sufficient evidence. It is supported by Singh (2016) that states quality maxim prescribes that conversational partners should not say anything they believe to be false and also for which they lack adequate evidence.

> Example : A : Why were you late last night?
> B : My car broke down.

In the example, B gives truthful information that the car broke down and that's why he was late.

2.3.3 Maxim of Relation

According to Grice (1975:46) "the category of relation namely be relevant." It means each participant's contribution should relate clearly to the purpose of the exchange (say only what is relevant). The maxim of relation requires being relevant to the context and situation in which the utterance occurs. It is supported by Singh (2016) that states relevance maxim refers to a special kind of informativeness which is related to the relevance of an utterance to its speech situation.

Example :   A : How is the weather today?
              B : It is rainy and cloudy.

In the example, B provides accurate information that is relevant to A's question.

2.3.4 Maxim of Manner

According to Grice (1975:46) "the category of manner this maxim states that in order to achieve efficient communication, it should be perspicuous and specifically (1) avoid obscurity, (2) avoid ambiguity, (3) be brief (avoid unnecessary prolixity), and (4) be orderly." It means speakers and hearers have to be obvious in giving contribution in a communication exchange. They also have to complete their performance with reasonable dispatch.

Example :   A : Where was the professor when class ended?
              B : She left class and went to her office.

In the example, B responds with brief and orderly information to the question posed by A.

2.4   Flouting maxim

As it is known that the main idea in cooperative principle in the conversation is the speaker and the hearer must be cooperative with each other, but in fact, people often disobey the maxims and this is called flouting maxim. According to Jia in Sobhani & Saghebi (2014) flouting of a maxim can be defined as occasions when one or several maxims are absent during communication processes. Similar to (Grice, 1975) that states a flout occurs when the speaker blatantly fails to fulfill the maxim. It is supported by Levinson (1983:104) that states "flout occurs when the speaker deliberately and ostentatiously breaches or flouts the maxims." It means that a flouts when the speaker expects the hearer to observe the implicature in the speaker's utterances without any intention of lying.

Here without cooperation, human interaction would be far more difficult and counterproductive. Therefore, the cooperative principle and the Gricean maxims are not specific to conversation but to verbal interactions in general. For example, it would not make sense to reply to a question about the weather with an answer about groceries because it would violate the maxim of relevance. Likewise, responding to a simple yes/no question with a long monologue would violate the maxim of quantity. However, it is possible to flout the maxim intentionally or unconsciously and thereby convey a different meaning than what is literally spoken.

Speakers who deliberately flout the maxim usually intend for the hearer to understand the speaker underlying implication. Therefore, cooperation is still taking place, but no longer on the literal level. Conversationalists can assume that when speakers intentionally flout a maxim, they still do so with the aim of expressing some thought. Thus, the Gricean maxims serve a purpose both when they are followed and when they are flouted. There are four kinds of flouting maxim that are generated as follow:

2.4.1 Flouting of maxim quantity

It occurs when a speaker blatantly gives more or less information than the situation requires.

Example :   A: What time is it?
               B: It's two o'clock, in fact, it's four pass two, and now it's
                  Sunday.

In the example, the speaker conveys messages that are not as informative as they are required or the information is too much and unnecessary. B flouts the maxim of quantity, since he gives too much information to A, while too much information can distract the listener. However, it is not very difficult to recover the implicature that B wants to show to A that he is a kind of "on time" person.

2.4.2 Flouting of maxim quality

It occurs when speaker says something which is blatantly untrue or for which he or she lacks adequate evidence.

Example : A :   What is the Capital City of Indonesia?
           B :   I believe its Bogor, or maybe Jakarta, Indonesia has wide
                   territory.

Based on the example, B flouts the maxim of quality since he gives the insincere answer for A's question. The implicature of this flouting maxim would be that B doesn't know exactly about Capital City of Indonesia.

2.4.3 Flouting of maxim relation

It occurs when a speaker makes a response or an observation which is very obviously irrelevant to the topic in hand (by abruptly changing the subject or by failing to address the other person's a goal). According to Grice in Inayati et al. (2014) that states in maxim of relation interlocutors have to be relevant. It means elevant here means that we as the speakers have to be relevant in answering the hearer's question. Meanwhile, irrelevant utterance in the conversation shows that the speaker flouts the maxim of relation.

> Example :   Mom : Have you done your homework?
>   Son   : My bicycle is broken mom.

In the example above, the speaker deviates from the particular topic being asked and discussed. The answer of the son is not answering the mother's question. The son tries to direct his mother's concern away from the question which he does not like.

2.4.4 Flouting of maxim manner

It occurs when a speaker makes a response ambiguously, not brief, and unable to speak orderly. In other words, it is exploited by making a response which is unclear so that the hearer cannot catch what the speaker means. So, obscurity expression and ambiguity in the conversation shows that the speakers flou the maxim of manner.

Example : A : I hear you went to the opera last night; how was the leadsinger?
B : The singer produced a series of sounds corresponding closely to the score of an aria from "Rigoletto".

Based on the example above, flouting of maxim manner arises because the B's statement is too wordy. Instead, B could have said: She sang badly.

2.5 Previous Research

In order to help the researcher for drawing the concept of this research, the researcher has read some previous researchers which are related to this research. The first researcher is Inayati et al. (2014) she discussed how conversational maxims are flouted in particularized conversational implicature in the drama serial of Gilmore Girls with entitle Flouting Maxims in Particularized Conversational Implicature. The method used in her 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 and Yule. The data of 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 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).

Contrast with the first researcher, the second researcher are Foroughi & Reza (2015) discussed what extent native speakers of English and native-speakers

of Persian observed the Gricean maxim of quantity in their English writings. Considering the observance/non-observance of quantity maxim, she was eager to know if there is any significant difference between English texts produced by both native English and Persian speakers as well as whether there is a meaningful difference between English and Persian texts produced by the same Iranian writers or not with entitle On Grice's Maxim of Quantity: A Comparative Study of Texts Written by Iranian Authors and Native Speakers of English. The aim of the research is to compare the texts produced by Iranian writers and native speakers of English with respect to Grice's maxim of quantity. The result of this research revealed that not only the native speakers of Persian language but also the native speakers of English language violated the quantity maxim of Grice in their English writings. From the analysis that she had done, she concludes that the frequency of violation of that maxim in native-English articles was less than those in both English and Persian texts produced by Iranian authors.

While the third researcher is Singh (2016) that analyzed about various issues of inferences generated via Grice's model in the interpersonal pragmatics involved in the character utterances in Vikram Seth's A Suitable Boy with entitle Cooperative Principle of Conversations in Vikram Seth's A Suitable Boy: A Socio-Pragmatic Assessment of Inferential Chains of Interpretation. The aim of his research is to demonstrate how pragmatic interpretative strategies can make an added contribution to the study of literature as well as to the development of pragmatic competence, critical thinking, and a better understanding of the use of naturally occurring language, both in literature and language classrooms. The

result of the research is the maxims of Cooperative Principle are not sufficient to account for the conversational complexities of the participants in all the communicative situations. Quite often, the politeness strategies are important in the management of one's conversational behavior sometimes as a complementary strategy and sometimes as a supplementary device.

2.6   Theoretical Framework

This research contains the framework which gives a brief summary to help the researcher in explaining how the research works. This theoretical framework is a process of theories that will be used in the analysis of the theory of pragmatics approach by Grice. This research departs from the phenomenon in pragmatics that includes in cooperative principle called flouting maxim. Here, the researcher uses Tomorrowland movie as the data source. Dealing with the phenomenon of flouting maxim, the researcher has chosen two types that could be analyzed. First, the researcher focuses on types of flouting maxim that appear in the movie. Second, the researcher focuses on the intention of the speaker utterances in flouting of the maxim in the movie.
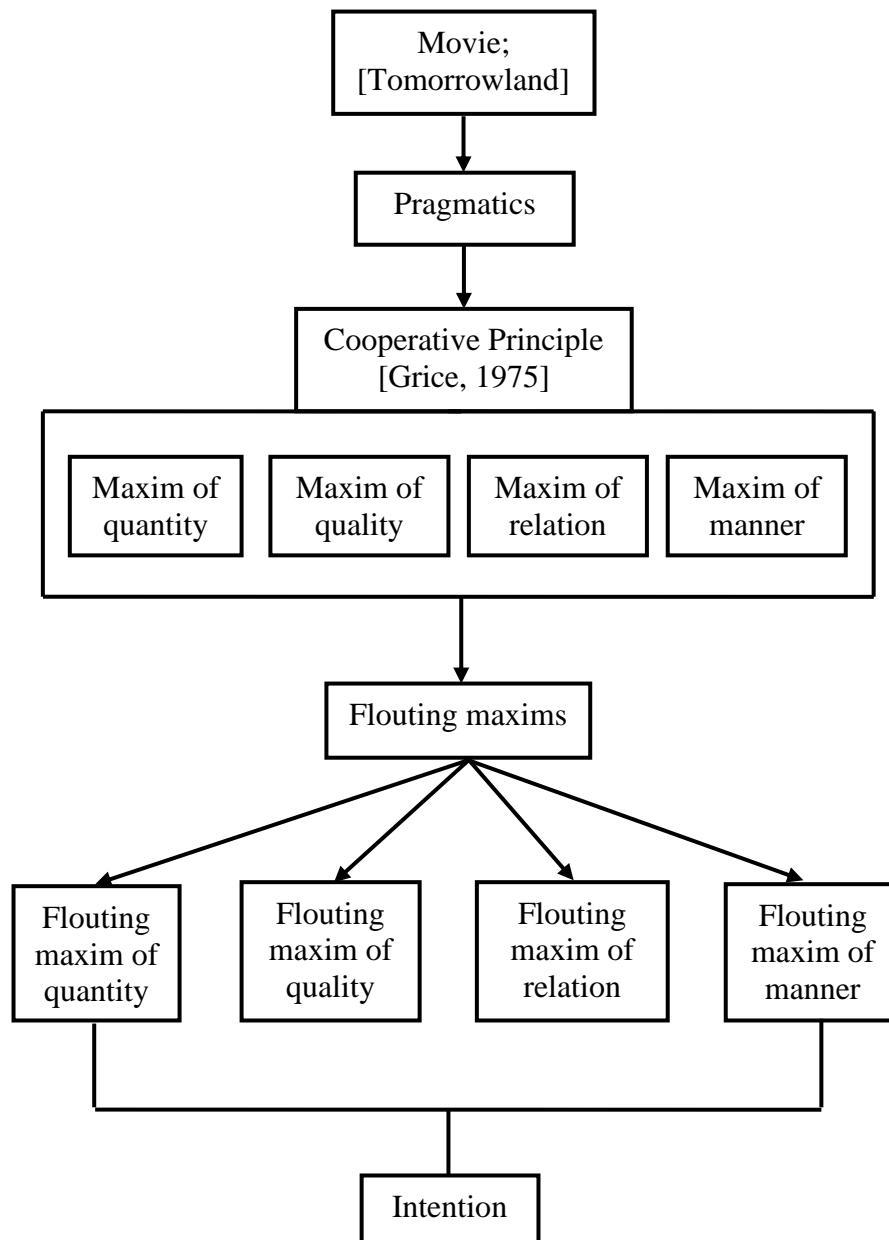
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│     Movie;       │
│ [Tomorrowland]   │
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│ Cooperative Principle    │
│    [Grice, 1975]         │
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Maxim of quantity · Maxim of quality · Maxim of relation · Maxim of manner

Flouting maxims

Flouting maxim of quantity · Flouting maxim of quality · Flouting maxim of relation · Flouting maxim of manner

Intention

Figure 2.1 theoretical framework