

## **CHAPTER II**

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

#### **2.1 Pragmatics**

Communication in our daily life often finds the meaning of what is said is not the same as what is spoken. Sometimes the meaning which is contained in someone's utterance needs support things to understand the true meaning. One of them is a context which the conversation takes place. By connecting one's perspective with context, then it is obtained the meaning which is conveyed. Related to the contextual meanings, it can be learned through one branch of linguistic science called pragmatics.

Pragmatics is one of linguistics' branches which concerned with the study of meaning. This study of meaning is quite different from the meaning which is learned in semantics. According to Yule (2010:112) semantics is the study of the meaning of words, phrases, and sentences, while pragmatics is the study of what speakers mean, or speaker meaning (Yule, 2010:127). In the other hand, pragmatics may be roughly defined as the study of language use in context (Birner, 2013:2). This branch of linguistic studies involves people's utterance and the meaning in particular context, and how their utterances meaning are influenced by the context in which conversation takes place. Moreover, pragmatics can be interpreted as a language study which discusses speaker's intention in a conversation based on particular context.

Furthermore, pragmatics is about the interaction of semantic knowledge with our knowledge of the world, taking into account contexts of use (Griffiths, 2006:1). In addition, pragmatics is understood as the systematic investigation of what and how people mean when they use language as a vehicle of action in a particular context and with a particular goal in mind (Bublitz & Norrick, 2011:3).

From some explanations about pragmatics above, the researcher concludes that pragmatics is one of linguistics branches which discuss the contextual meaning in language process. In addition, pragmatics is the interpretation of the meaning of a person in a particular context and the influence of the context to his or her utterance in which the language is used. The advantage of studying language via pragmatics is able to convey people's intended meanings, their assumptions, their purposes or goals and the kinds of actions that they are performing when they speak. Thus, pragmatics is an approach used to explore the way of a listener to infer an utterance which uttered by the speaker in order to arrive at an interpretation of the speaker's intended meaning.

## **2.2 Cooperative Principles**

The success of a conversation depends on how the speakers cooperate one to another into the conversation. The way in which people try to make conversations work is called cooperative principle. Paul Grice in Birner (2013:41) proposed cooperative principle which states "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".

The cooperative principle is a basic assumption which is made by a speaker when speak one to another in a communication to construct meaningful conversations. In other word, the speakers' utterances should give enough contribution and meaning to further the conversation. It then followed by listeners as conversational partners to do the same. Concerning with his cooperative principle, Grice in Inayati (2014:2) categorized the cooperative principle of conversation and elaborated it in four sub-principles: (1) maxim of quantity, (2) maxim of quality, (3) maxim of relation, and (4) maxim of manner. It is important to recognize these maxims as unstated assumptions we have in conversation (Yule in Inayati, 2014:2).

### **2.2.1 Maxim of Quantity**

- 1) Make the contribution as informative as required.
- 2) Do not make the contribution more informative than is required.

The first submaxim of quantity says that one's contribution should be as informative as is required for the current purposes of the exchange (Birner, 2013:44). It means that the speakers just say the information which is needed. It should not be less informative or more informative. On the other hand maxim of quantity is to "say as much as is helpful but no more and no less" (Pan, 2012:21).

Example:

Ray: Where is the hospital?

Tom: In the next of that store.

It can be seen that Tom observes maxim of quantity. Tom's information is informative and gives enough contribution toward Ray's question about the exact location of the hospital.

### **2.2.2 Maxim of Quality:**

- 1) Try to make the contribution one is true.
- 2) Do not say what is believed to be false.
- 3) Do not say that for which lack evidence.

Maxim of quality refers to "Be as truthful as is appropriate" (Pan, 2012:21). It means that the speaker should inform the truth and they are not allowed to say what they think false and give the statement that runs short of proof. Here speakers are expected to say only what they believe to be true and to have evidence for what they say. The speaker must be aware of this expression which the hearers expect them to observe the maxim of quality.

Example:

Jack: Where is Eiffel tower located?

John: In Paris.

Here, John observes maxim of quality. He gives the correct answer which shows the true fact.

### **2.2.3 Maxim of Relevance (Relation)**

Maxim of relation or maxim of relevance means the utterance should be relevant to the topic which is discussed. What is meant by this maxim is that the

current utterance must have something to do with the context; it must be related to what has come before it in the discourse and/or what is going on in the situation (Sperber, 2013:54). Therefore, by observing this maxim, speakers are expected to be relevant to the topic of conversation.

Example:

Jill: How about your score Jane?

Jane: Not too bad

Here, Jane's utterance fulfilled the maxim of relevance, because her answer is relevant to the question.

#### **2.2.4 Maxim of Manner**

Be clear in giving information

- 1) Avoid unclearness of expression.
- 2) Avoid ambiguity.
- 3) Be brief.
- 4) Be orderly.

Maxim of manner can be interpreted as "Be concise, to the point, etc" (Pan, 2012:22). During the conversation, each participant must give the information directly and reasonably, and it should not be vague, ambiguous or excessive. This maxim is related to the form of speech which we use. Speakers should not use words that they know but the listeners do not know or understand, and speakers also should not state something in a long drawn out way if they could say it in a simple manner.

Example:

Andi: What did you think of that drama?

Bob: I really like the action of each player. They can play their role as good as possible.

The answer of Bob is categorized as maxim of manner. He can answer the question from his partner about the drama clearly.

From the explanations mentioned above, it is important to recognize these maxims as unstated assumptions in conversations. It can be assumed that people are normally going to provide an appropriate amount of information and they are telling the truth, being relevant and trying to be as clear as they can. These rules according to people are expected to behave. Otherwise, while communicating with one and another, these maxims are frequently flouted or violated, and that is the factor which conversational implicature results from. It occurs when people do not observe these maxims, it does not matter which one or how many of them which is being flouted.

### **2.3 Flouting of Maxim**

Flouting of a maxim can be defined as occasions when one or several maxims are absent during communication processes (Jia in Sobhani, et al, 2014:92) According to Birner (2013:43) to flout a maxim is also to violate it – but in this case, the violation is so intentionally blatant that the hearer is expected to be aware of the violation. A speaker who makes it clear that he/she is not following or violates the maxims is said to be flouting the maxims and this also gives rise an

implicature. Levinson in Dinges(2015:55) stated that implicatures may come about by overtly and blatantly not following some maxims, in order to exploit it for communicative purposes. There are cases of implicatures in which though some maxim is violated at the level of what is said, the hearer is entitled to assume that the maxim, or at least the overall Cooperative Principle, is observed at the level of what is implicated (Grice in Dinges, 2015:55). In a conversation, if there are some maxims are violated or disobeyed but still can be assumed that someone still cooperates in a conversation, it can be drawn that the violating maxim which occurs as an effort or a sign that something being said indirectly or being implied. It is called as flouting of maxim. For example:

A: Tehran is in Turkey, isn't it, teacher?

B: And London is in Armenia, I suppose.

Implicature: Tehran is not in Turkey.

B's statement flouts the the maxim of quality because speaker B gives information which is not matched with the actual fact, but B still seems to be cooperative. B gives the untrue statement to A in order to make A introspect that his statement is not correct. B's utterance suggests that A's is absurdly incorrect.

## 2.4 Implicature

During the conversation often comes the meaning which is spoken is not as same as what is spoken. Grice in Birner (2013:62) stated that there are two distinctions between what is said and what is implicated. What is said is truth-

conditional, and what is implicated is not (Grice in Birner, 2013:62). What is said in untruth conditional or implicated is called as implicature. Implicatures are inferred based on an assumption where the speaker disobeys or flouts some maxims of cooperative principles. Horn & Ward (2006:3) stated that 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 is attained when a speaker intends to communicate implicitly or more than just what the words mean. To understand the implicit meaning or implicature in a conversation, it needs to be related to the context in which the conversation takes place. As Birner (2013:62-63) stated that implicature is context dependent: If the context were different, this particular form might not give rise to the same implicature.

In pragmatics, there are two types of implicature; they are conversational implicature and conventional implicature. Grice in Birner (2013:62) distinguished what is implicated, in turn, may be either conversationally or conventionally implicated, and what is conversationally implicated may be due to either a generalized or a particularized conversational implicature.

### **2.4.1 Conversational Implicature**

A conversational implicature is any meaning implied or expressed by, and inferred or understood from the utterance of a sentence which is meant without being part of what is strictly said (Bublitz & Norrick, 2011:407). According to Riemer (2010:118) conversational implicatures are those that arise in particular contexts of use, without forming part of the word's characteristic or conventional



force. Conversational implicature deals with utterance meaning which is included in linguistics. One hallmark of a conversational implicature is that its contribution to the meaning of the utterance is not truth-conditional: If it turned out that the implicature did not hold, the truth of the statement would not be affected (Birner, 2013:62).

In addition, conversational implicature is something which is implied in conversation, that is, something which is left implicit in actual language use; the way we understand an utterance in conversation in accordance with what we expect to hear (Mey in Yusuf & Jonah, 2016:2). This implied meaning is in a case which intended by the speaker and expected to be understood or implied by the hearer.

On the other hand, conversational implicature is a nonconventional implicature based on an addressee's assumption that the speaker is following the conversational maxims or at least the cooperative principle (Levinson in Inayati, 2014:2). The basic assumption in conversation is that the participants stick to the cooperative principle and the maxims. With the co-operative principle and the maxims as guides, we can start to work out how people actually decide that someone is "implying" something in conversation (Yule, 2010:148).

Furthermore, conversational implicature is subsumed to mean an implication or suggestion deduced from the point of an utterance (Yusuf & Jonah, 2016:2). When the listeners hear the expression in a certain conversation, they first have to assume that the speaker is being cooperative and intends to communicate

something. That something must be more than just what the words mean. It is an additional conveyed meaning which is called an implicature.

In contrast to conversational implicature, there is conventional implicature. It elaborates about conventional implicature. Conventional implicatures do not require a calculation based on the maxims and the context; instead, they are consistently attached to a particular linguistic expression, regardless of context (Birner, 2013:66). Conventional implicature is not based on the cooperative principle or the maxims. The conventional implicature discussed here, they do not have to occur in conversation, and they do not depend on special contexts for their interpretation.

Conversational implicature is quite different from conventional implicature, conversational implicature is more communicated than conventional, but in order for them to be interpreted, some basic cooperative principle must first be assumed to be in operation. Grice in Birner (2013:62) introduced a distinction between two types of conversational implicature, they are generalized implicature and particularized implicatures.

#### **2.4.2 Generalized Conversational Implicature**

Generalized conversational implicatures are implicatures that do not depend on particular features of context and operate as a kind of default reasoning, which can be defeated by particular features of context (Levinson in Lumsden, 2008:1898). Furthermore, a generalized conversational implicature is one which is generally attached to the form, and therefore does not need to be computed anew

with each relevant utterance (Birner, 2013:63). From these descriptions above, it can be concluded that generalized conversational implicature which does not depend on special context and features. For example:

Andi: I wish you buy a bag and shoes.

Masha: I buy a bag.

By the illustration above, Masha certainly implies that she does not buy shoes. It does not require special context to infer her utterance, and it can be understood that her utterance is informative as required.

### **2.4.3 Particularized Conversational Implicature**

Particularized conversational implicature is a type when interlocutors indirectly require more assistance to understand the meaning of a conversation because the context used in this type is not general in nature. Yule in Inayati (2014:54) stated that particularized conversational implicature is an additional unstated meaning that depends on special or local knowledge. Some assume knowledge is required in very specific context during a conversation in this type of conversational implicature. On the other hand, particularized conversational implicatures are unique to the particular context in which they occur (Birner, 2013:64). Moreover, a particularized conversational implicature, then, is one that arises due to the interaction of an utterance with the particular, very specific context in which it occurs, and hence does not arise in the default case of the utterance's use or the use of some more general class of utterances of which it is a member (Birner, 2013:65). A particularized conversational

implicature is one which depends on particular features of the context. For example:

A: What on earth has happened to the roast beef?

B: The dog is looking very happy.

In the above exchange, A likely derives the implicature "the dog ate the roast beef" from B's statement. This is due to A's belief that B is observing the conversational maxim of relation or relevance in the specific context of A's question.

Another example:

A: I'm so sorry for making you wait in a long time.

B: That's fine, it just like waiting for one year.

In this context of the situation shows that the speaker A requests an apologizing for making B waiting for him in a long time. But in particular context, the hearer B is getting angry even he says "that's fine" and he extremely bored as he says "it just like waiting for one year".

Based on the descriptions above, it can be concluded that particularized conversational implicature is a conversational implicature which its meaning is out of part or the meaning of an utterance is not included in the utterance itself. In the other word, particularized conversational implicature is the inference of hearer which only can be interpreted or the meaning of utterances can be conveyed while intending on the specific context of the utterance.

In a communication, the process of conveying a message through utterances can be in form explicit or implicit. When speakers convey the message either

explicitly by observing the maxims or implicitly by flouting the maxims which generate implicature, it might have purposes behind uttering something. Utterances which are produced in the process of communication might have some different functions. They cannot only be seen structurally, but other possible function of a language used also involved. Utterances which are expressed during a communication indirectly will lead to some actions which can be generated through the utterance itself. Birner (2013:175) stated that to utter something—either orally or in writing—is to do something. Utterance which does something or the act performed by saying something in pragmatics is called as speech acts. According to Yule in Shams (2015:146) speech acts are actions performed via utterances. In people's utterances, they are numerous speech acts. Searle in Shams (2015:146) classified speech acts into five major categories, they are:

1. Representatives: These speech acts commit the speaker to the truth of the expressed proposition, e.g. asserting and concluding.
2. Directives: These are the speech acts which get the listener to do something, e.g. requesting and questioning. In performing an act
3. Commissives: These speech acts commit the speaker to some future course of action, e.g. promising and threatening.
4. Expressives: These speech acts express a psychological state, such as thanking, apologizing, and welcoming.
5. Declaratives: These are speech acts which make immediate changes in the state of affairs and tend to rely on elaborate extra-linguistic institutions, such as declaring war or marriage.

## 2.5 Previous Research

This part presents some previous researches related to pragmatics study particularly of conversational implicature and Grice's maxims of cooperative principle. There are three previous researches are selected to support this research. First is research which is conducted by Inayati, et al (2014) in International Journal of Language Learning and Applied Linguistic Word (IJLLALW). This research shows how cooperative principle's maxims are flouted in particularized conversational implicature. The data for the research was taken from a drama serial entitled *Gilmore Girls* written by Amy Sherman-Palladino. 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 result of the research on the data indicates that particularized conversational implicature flouts two kinds of maxims which are maxim of relation and maxim of manner.

Second is Yusuf, et al (2016) in International Journal of English Language Teaching (IJELT). This research focuses on the analysis of pragmatic implicatures observed on selected advert billboards around Jos metropolis in Plateau State, Nigeria. It is primarily aimed at ascertaining the extent of adherence or otherwise of these advert billboards to Grice's maxims of Cooperative Principle (CP). Data were analyzed on the basis of Grice's maxims of cooperative principle:

relation, quality, quantity, and manner. The study reveals that the strength of the cooperative principle lies in the distinction between the Gricean maxims. In trying to observe a maxim they violate another. The paper concludes that CP is important to our understanding of language use in the society because it enables us to know why communication: spoken or written quite often fails and how it can be more successful.

Third is Pan (2012) in *International Journal of Applied Linguistics & English Literature*. This paper is aimed at probing into the linguistic basis involved in the process of language humor from the perspective of Grice's cooperative principle. Data which analyzed are some short humorous dialogs. This research is conducted to reveal the fundamental relation between the violation of Grice's cooperative principle and creation of English humor, and then give critical comments on Grice's cooperative principle, which mainly focuses on limitations Grice's cooperative principle. In this research, he found that Grice's maxims are not always obeyed. It seems when the maxims are violated. The violation of cooperative principle and accompanied four maxims are not only intent to terminate the conversation, but also brings comedy effect which can be derived from the deliberate of flouted maxims.

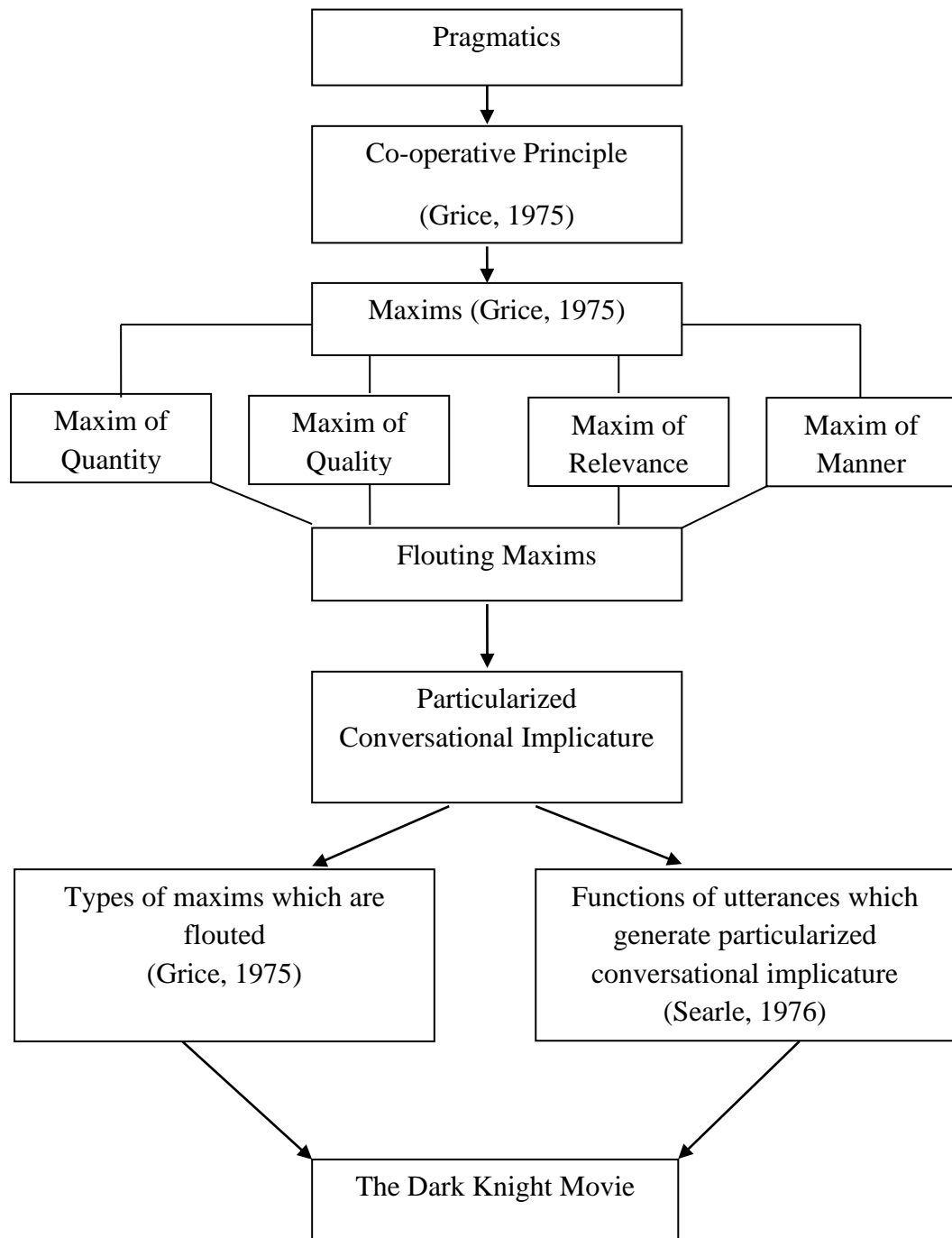
Based on these previous researches above, the researcher concludes that the variation of these previous researches such as, topic, data, method, and result which have been conducted, flouting of Grice's maxims that covered in cooperative principle which generate implicature can be analyzed in various types of data. It has similarity with this research and support that it will be possible for

the researcher to conduct the research of particularized conversational implicature in The Dark Knight movie. Not only focus on flouting of Grice's maxims but also this research will describe the functions of utterances which generate particularized conversational implicature that is produced by speakers based on speech acts categories by Searle (1976) in The Dark Knight, and it will be the difference of three previous researches above which have been conducted.

## **2.6 Theoretical Framework**

This part presents the theoretical framework underlying this research. The main theory is taken from Grice (1975) which covers theory of co-operative principle that consists of four maxims; maxim of quantity, maxim of quality, maxim of relation (relevance) and maxim of manner, along with the flouting of these maxims will lead to the rise of particularized conversational implicature which has implied meaning. The analysis of utterances which generate particularized conversational implicature based on speech act categories by Searle (1976). The following figure shows the whole theoretical framework.





**Figure 2.1** Theoretical Framework