CHAPTER II
REVIEW OF RELATED LITERATURE
AND THEORETICAL FRAMEWORK

2.1 Pragmatics

Pragmatics is a field of linguistics studying communication (Yule, 2010). It is concentrated on the dynamic aspect of meaning in context. It is the study of aspects of the meaning and use of language depends on the speakers, receivers, and other features of the context of the occurred utterance. Pragmatics study includes the examination for the effect of the context of the utterance, generally practical for the principles of communication and aim the speaker has on the alternative means of expression (Bach, 2007). On the other hand, the effects of these factors have made interpretation of the utterance by the hearer. One of the main interest pragmatics is defining the principles for determining the intended meaning. This meaning can be communicated verbally or non-verbally.

Pragmatics is an analysis of the relationship between language and context that are encoded in the structure of language (Birner, 2013). It also analyses the relationship between language and context that represent the basis for the records or reports of language comprehension, equally a study of the ability of language users to connect and create sentences that are compatible and appropriate context. Pragmatics also analyzes certain words in certain situations. It focuses on the various ways in particular and how they are places of social contexts that may affect the performance language explanation or interpretation.

Yule (2006) states that there are four areas that pragmatics is concerned with. To understand how it should be like that, we need to briefly review the relationship with other areas of linguistic analysis. First, pragmatics is concerned with the study of meaning as conveyed by the speaker (or researcher) and interpreted by the listener (or reader). So, it has more concerned with the analysis of what people mean by their words than what words or phrases in their own words might mean. Pragmatic is the study of the meaning of the speaker.

Secondly, this type of research should involve the interpretation of what people mean in a particular context and how context influences what is being said. This requires consideration of how the speakers set up what they want to say in accordance with which they speak, where, when, and under what circumstances. Pragmatic, then, is the study of meaning in context.

Thirdly, this approach also always explores how listeners can make inferences about what is said in order to arrive at an interpretation of the intended meaning of the speaker. This type of research explores how a lot of what is unsaid is recognized as part of what is being communicated. We can say that it is the investigation of the meaning of invisible. Pragmatic is the study of how meaning is to be communicated rather than words.

Lastly, this perspective rather than raises the question of what determines the choice between words and unspeakable it. The basic answer to try the concept of distance. Proximity, whether it's physical, social, or conceptual, implying a shared experience. On the assumption of how near or far the listener is, speakers

determine how much needs to be said. Pragmatic is the study of the expression of the relative distance.

2.2 Cooperative Principle

Speaking is a social activity. Like other social activities, new language activities come into being when humans are involved. In speaking, speakers and opponents say that there are rules that govern their actions, their use of language, and their interpretations of the actions and utterances of their conversant. Each participant of utterance acts is responsible for the actions and deviations of the linguistic rules within the lingual interaction.

In reasonable communication it seems to be assumed that a speaker articulates utterance in order to communicate something to his interlocutor, and hopes that the other person can understand what it is communicating. To that end, the speaker always tries to make his utterance always relevant to the context, clear, and easily understood, concise, and always on the problem (straight forward), so as not to spend time on the other person (Mey, 2004). For example, people will use the form of utterance *Please*! and *Can you help me?* for different situations and purposes. In an emergency, people will tend to use the first form of utterance, while people ask for help from others in less urgent situations; they will tend to use the second utterance. It would be very strange if someone would drown in the pool, for example ask for help using the second utterance. Conversely, a person who asks for help should not speak the first utterance with the same volume and intonation as the person who will drown. If there are

deviations, there are certain implications to be achieved by the speaker, if the implication is not there, then the speakers concerned do not cooperate or not cooperative. So, in summary, it can be assumed that there is some kind of cooperative principle that the speaker and the other person must speak to make the communication process work smoothly.

In cooperative principle, Grice as quoted in Leech (1989) argues that in order to implement the cooperative principles, each element must obey four conversational maxims. They are maxim of quantity, quality, relation, and manner. These conversational maxims above explain that the success of a conversation depends on the various speakers approach to the interaction. Thus, if you want to make the process of interactions and communication between the speaker and the listener is going well, you have to be cooperative with the maxims.

Grice proposes that in ordinary conversation, speaker and listener share a cooperative principle (Davies, 2000). Speaker shapes their utterances to be understood by listener and the listener is expected to give an expected answer to the speaker. So, in order to create a good conversation, there will be a conversational maxim which make a good conversation is going well. A good conversation is developed by the cooperation they make. They have to obey some rules that are called as conversational maxims which are mentioned above. They are also sometimes named Grice's or Gricean maxims.

2.2.1 The Maxim of Quantity

Described that in the quantity maxim, a speaker is expected to deliver a message or information that is truly adequate, enough, and give the information to the listener as informative as required (Birner, 2013). In the other words, it can be interpreted that the information or message which is given by the speaker or partners should not be excessive and should be in accordance with what is being asked or required for partners.

In order to make a clear interpretation about this maxim, Grice lists briefly one such analogue for each conversational category and give relevant contribution to what Grice regards as a fundamental question about the Cooperative Principle and its attendant maxim (Meyer, 2009).

1. Make your contribution as informative as is required (for the current purposes of the exchange).

2. Do not make your contribution more informative than is required.

In the conversation each conversation participant is required to contribute only the required information, and do not contribute more informative than necessary. For example, a reasonable speaker would choose speech (1) rather than speech (2):

(1) The blind man is a masseuse

(2) The person who cannot see it turns out to be a masseur.

Utterance (1) is considered more effective and efficient, and contains truth value. Everyone must understand that the blind cannot see. Thus, the element

cannot see in speech (2) is considered excessive. The presence of an element that cannot see in (2) is considered contradictory to the maxim of quantity because it only adds things that are obvious and need not be explained again.

2.2.2 The Maxim of Quality

The maxim of quality is a maxim which describes that the speaker has to provide the information in accordance with the facts (Birner, 2013). In the other words, speaker should be truthful. They should not say what they think is false, or make statements for which they have no evidence. By applying the maxim of quality on Grice cooperation principle, a speaker is expected to deliver something truly real, and in accordance with the real facts in communication event.

In order to make a clear interpretation about this maxim, Grice lists briefly one such analogue for each conversational category and give relevant contribution to what Grice regards as a fundamental question about the Cooperative Principle and its attendant maxim (Meyer, 2009).

1. Do not say what you believe to be false.

2. Do not say that for which you lack adequate evidence.

This maxim requires each participant to contribute the correct information. In other words, neither the speaker nor the spokesperson says anything that is considered wrong, and any contribution of the conversation should be supported by sufficient evidence. If in a speech there are speech participants who do not have sufficient evidence there may be certain underlying reasons. The following conversation (3) and (4) maintains maxim of quality.

(3) A: How many maxims of cooperation have Grice?

   B: <u>According to Grice's book I read</u>, there are four maxims in the working

principle

And

(4) A: What's the maxim?

   B: Maxim quantity, maxim of quality, maxim of relation and maxim of

manner

   In the example (3) above, (B) contributes the correct information, that

according to Grice's book he reads there are four maxims, namely maxim

quantity, maxim of quality, maxim of relevance and maxim of manner.

2.2.3 The Maxim of Relation

   In maxim of relation, it is obviously stated that in order to make a good

cooperation between the speaker and the listener, they should give a relevance

contribution about something which is being on their conversation (Birner, 2013).

The speaker's contributions should relate clearly to the purpose of the exchange.

An utterance can be said to carry out the maxim of relevance when the utterance

which is given to the listener is an appropriate response.

   In order to make a clear interpretation about this maxim, Grice lists briefly

one such analogue for each conversational category and give relevant contribution

to what Grice regards as a fundamental question about the Cooperative Principle

and its attendant maxim by be relevant (Meyer, 2009). The example of maxim of

relation is in example (5).

(5) A: There is somebody at the door

B: I'm in the bath.

When A tells B that someone is coming in their doorstep and hopes B to open the door for the guest, then B says that he was in the bathroom at the time. Answer B implies that he expects A to understand where B is at that moment, so B cannot open the door and see who is coming at that moment. Thus, it can be said that the relationship between the participants said not always lies in the meaning of the utterance, but can also lie in what implied speech.

2.2.4 The Maxim of Manner

The maxim of manner in the cooperative principle of Grice requires that each participant are always greeted speak directly, clearly and the message should not be ambiguous or obscure it. So, the contribution should be giving clear message to the hearer, not contain an ambiguous message, be brief and be orderly.

In order to make a clear interpretation about this maxim, Grice lists briefly one such analogue for each conversational category and give relevant contribution to what Grice regards as a fundamental question about the Cooperative Principle and its attendant maxim (Meyer, 2009).

1. Avoid obscurity of expression.

2. Avoid ambiguity.

3. Be brief (avoid unnecessary prolixity).

4. Be orderly.

With this maxim, the participants of the speech are expected to speak directly, not blur, and not excessive and coherent. In the discourse of daily speech often can be found a speaker who deliberately ignores this maxim, as seen in the dialogue below:

(6) A: Let's stop and get something to eat.

B: Okay, but not M-C-D-O-N-A-L-D-S

In dialogue (6), the spelling in B speech aims to create a child who likes Mc. Donalds did not realize that his parents did not want to eat at Mc. Donalds. A speaker must interpret the words spoken by the other person. The ambiguity is based on the context of its use. This is based on the principle of coercion (ambiguity) will not arise when the cooperation between participants of speech is always based on a careful observation of the pragmatic criteria outlined by Leech with the concept of the situation he said, as quoted in (Miranda, 2013).

Cooperative principle is how a person interacts with others. In fact this explains what the basics or principles are in an interaction of an individual with another individual. In a conversation, the speaker assumes that the listener can work together in interacting so that they can achieve the desired target in the conversation. For this reason, the speaker assumes that the listener has the same set of rules as the speaker.

But there are times when there is an error in communicating or interacting due to several factors. These factors may be due to different cultural and linguistic experiences between the speaker and the listener. And it leads to the wrong assumption. That's why it takes the basics to interact or communicate. According

to Grice, the basics are divided into four conversational maxims, including: quantity, quality, relation, and manner.

According to Grice in a conversation the speakers must follow the four rules above. As an example:

Husband: Where are the car keys?

Wife: They're on the table in the hall

In the above conversation, the wife answered her husband's question using the four rules previously described. The wife's answer corresponds to the question of the husband (relation), no more and no less (quantity), the answer is also honest and correct (quality), and not ambiguous (manner).

In a conversation, each individual must pay attention to these four maxims in order to avoid errors in communicating. However, it is not uncommon that the four rules above are flouted by the speakers. This is called non-observance of the maxims. In speaking or chatting with others, each individual must have committed the above mentioned flouting maxim. This can happen for several reasons. According to Grice, there are five maxim violations, such as flouting a maxim, violating a maxim, infringing a maxim, opting out of a maxim, and suspending a maxim.

2.3 Flouting Maxim

Flouting is one of the most frequent maxim offenses and has several categories. Flouting itself is where the speaker openly fails to deliver something to the other person. Usually the flouting that occurred were deliberate by the

speaker. The speaker actually wants the listener to find another meaning from his words, which flouts the maxim. Flouting has several more narrow categories that will be explained below.

This flouting maxim is where the speaker experiences a clash between two maxim. Usually the two maxim clashing in this case are maxim quality and quantity. It can happen when the speaker can not show the quality or the truth of what he wants to talk about, either because he lacks evidence or is unsure, and finally there is a flouting maxim quantity, which causes the speaker to be less informative or overlooked.

The second is flouts which exploit a maxim. The following flouting maxim are divided into four as follow:

1. Flouting Maxim of Quality

This flouting maxim is that the speaker is not telling the truth, in other words lying. The speaker may say something very contrary or the opposite of the speaker should actually say. In addition, there are also cases where the speaker shows that he is not interested in the ongoing conversation by saying something very proven to be impossible.

2. Flouting Maxim of Quantity

This flouting maxim is where the speaker gives too little or too much information than is actually needed.

3. Flouting Maxim of Relation

This flouting maxim is an offense in which the speaker says something irrelevant or unrelated. An example of this flouting is where the speaker fails to deliver the

answer or response requested by the other person. The speaker did not answer the question based on he / her question. Another example is the speaker deliberately changing the subject of the conversation from the other person.

4. Flouting Maxim of Manner

This flouting maxim is when the speaker says something ambiguous. The ambiguous response or answer of the speaker makes the listener have to dig deeper into what the speaker really means. Then the listener may assume a completely different from what the speaker actually meant. Although sometimes the speaker does not mean it happens.

2.4 Previous Research

The first research on flouting maxim is conducted by Fami (2015). The research dealt with study of flouting maxim in animation movie entitle *Flouting Maxim Used By Characters In Frozen Movie*. The purposes of this research are to identify the kinds of flouting maxims used by characters in *Frozen* movie and to describe the context of situation when characters flout the maxim in *Frozen* movie. The researcher uses two theories to analyze the data in this research. First, Grice's theory about cooperative principle and the second one is Halliday's theory about the context of situations. The researcher uses descriptive method because she describe the data to solve the problems which contains of flouting maxims. The data is in forming utterances used by characters in *Frozen* movie. The results of this research, the researcher finds 21 utterances which flout the maxims, 6 utterances flout the maxim of quantity, 5 utterances that flout the maxim of

quality, 9 utterances that flout maxim of relevance, 1 utterance that flout the maxim of manner. In this research characters mostly flout the maxim of relation and quantity.

The second is Burhan (2015) entitled *Flouting Maxims in The Main Characters of UP! Animated Movie.* This research was to find out what the maxims flouted by the main characters on the animated movie *UP!* and to find out the intended meanings of the utterances being flouted by the main characters on the animated movie *UP!* The data source of this research was taken from *UP!*'s subtitle that was obtained from the internet and the data of this research are the utterances of the main characters that are flouted. The results of this research found that there were 47 dialogues containing flouting maxims in *UP!* Animated movie. That consists of four kinds flouting maxims, namely flouting maxim of quality, flouting maxim of quantity, flouting maxim of manner, and flouting maxim of relevant. The purposes of flouting the maxims were to make the main characters are comfortable in the conversation, to avoid other questions, to show pleasure or anger, and to show their knowledge on something in the movie.

Third is Setiawan (2015) conduct flouting maxim analysis entitle *An Analysis Of Flouting Maxim In The Movie The Dark Knight Rise Based On Grice's Cooperative Principle.* The result of this research show that the maxim flouts 36 times in the whole dialogue of the movie. There are 28 dialogues out of 1045 utterances that consists the flouting maxim. Based on the data analyzed, the flouting maxim is dominated by maxim of quantity. It flouted 22 times or 61%. The maxim of relation flouted 6 times or 17%. The maxim of quality flouted 4

times or 11%. The maxim of manner flouted 4 times or 11%. In flouting the maxim the speaker add the hidden meaning (implicature) in their utterance. The implicature is related to the context. A different context could make a different implicature. The result of the research also shows that there is more than one maxim flouted in one utterance. There are 8 out of 36 utterances that consists multiple maxims. In flouting the maxim, the speaker has a different intention.

2.5 Theoretical Framework

Based on the elaboration in this chapter, the researcher now would frame theories used. Topic of this research is flouting maxim in Zootopia the Movie. Thus, the data of this research is utterance between or among characters in the movie. Cooperative principle covers four kinds of maxim: quantity, quality, relation, and manner.
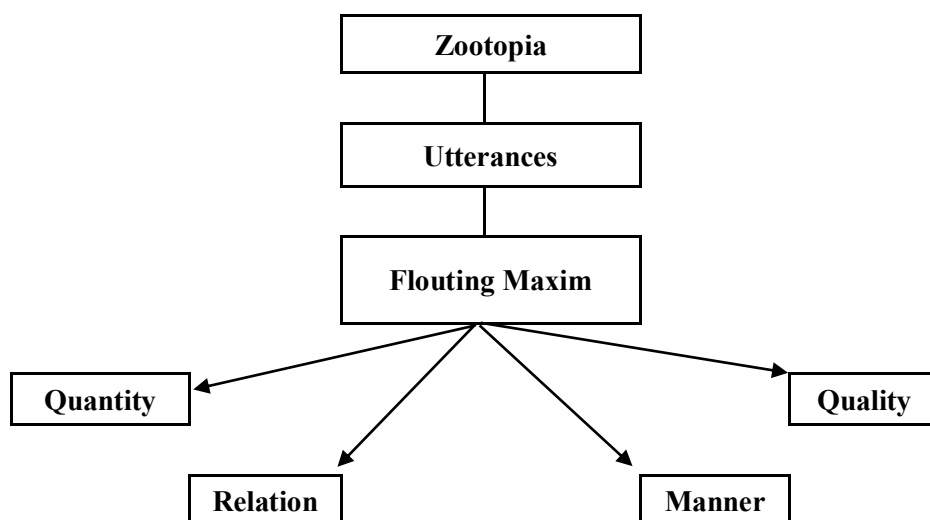
Figure 2.1 Theoretical Framework