

## **CHAPTER II**

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

#### **2.1 Pragmatics**

In this research, approach which is used by the researcher is pragmatic approach therefore, it is necessary if we know the definition of pragmatics. According to Moeschler (2012) pragmatic is the study of context in the language used. Pragmatics deals with utterances which mean the specific events, the intentional act of speakers at times and places, typically involving language. Levinson (as cited in Al-Hindawi & Saffah, 2017) argued if in semantics focused on the relation between sign and the object, while in pragmatics focused on the relation of the signs and the used of sign itself. Pragmatics usually characterized by dealing with the effects of context. In this research, researcher discusses more specific about utterance meaning based on the context.

##### **2.1.1 Cooperative Principle**

In communicating people have to make their conversational contribution such as required. According to Levinson (as cited in Al-Hindawi & Saffah, 2017) in guiding the performance of conversation, Grice proposes the four essential maxims, which together convey a broad cooperative principle. “Grice’s cooperative principle reads as make your contribution such as required, at the stage at which it occurs, by

the accepted purpose or direction of the talk exchange in which you are engaged” (Al-Hindawi & Saffah, 2017, p. 7). Cooperative principle is the principle when the concept of the existence of information in the expected amount is only one aspect of the more general idea that people involved in conversations will work together. In most circumstances, the cooperative assumption is so broad that it can be expressed as cooperation principle of conversation and is described in four sub-principles, called maxims.

#### 2.1.1.1 Maxim of Quantity

Grice explained “that this maxim related to quantity of information to be provided, and under it fall the following maxim. Make your contribution as informative as required. Do not make your contribution more informative than is required” (as cited in Davies, 2000, p. 2).

Example:

Bianca : What time is it?  
 Jess : It is 7.30 PM

This is the example for maxim of quantity. Jess giving the right information to Bianca without any additional information which is not necessary. So, Bianca can accept the information correctly.

#### 2.1.1.2 Maxim of Quality

Grice described “in maxim of quality we need to try to make our contribution one that is true. Do not say what you believe to be false. Do not say that for which you lack adequate evidence” (as cited in Davies, 2000, p. 2).

Example:

Wesley : Bianca, do you know where the Big Ben Clock Tower is?

Bianca : it's in London.

In this conversation Wesley and Bianca fill the maxim of quality. Bianca answer is correct and provide with the fact information that the Big Ben Clock Tower is in London. Therefore, the communication they interacted went well and did not cause misunderstandings.

#### 2.1.1.3 Maxim of Relevance

Grice said:

In the communication we have to be relevant. In the other words, when we want to make a conversation we have to make our contribution relevant, so that the process of communicating does not met any interruption. This maxim is the easiest one, because we only need to be cantered on the same topic and avoid asserting something irrelevant. (as cited in Davies, 2000, p. 2)

Example:

Cassie : What is your name?

Jess : My name is Jess.

The dialogue above is the example for maxim of relevance, since it can be seen that Jess gives the relevant answer to Cassie's question. So, the answer can be accepted correctly for both of them.

#### 2.1.1.4 Maxim of Manner

Grice explained “maxim manner concerned to how what is said is to be said and be perspicuous. Avoid obscurity of expression, avoid ambiguity, be brief, and be orderly” (as cited in Davies, 2000, p. 2).

Example:

Allen : What did Jess do when she gets the surprise?  
Bianca : Jess shock and crying happily.

In this dialogue is the example for maxim of manner. Bianca delivered the appropriate message and did not contain any ambiguous words to Allen. So, the message is well conveyed and does not violate the rules of the maxim of manner itself.

In conclusion, cooperative principle is the principles that make our contribution as informative as required. Therefore, if people want to have cooperative conversation people need to follow each characteristic of the maxim.

#### 2.1.2 Conversational Implicature

Conversational implicature is one of the topics in pragmatics which discussed about meaning based on the context. Brown and Yule (as cited in Al-Hindawi & Saffah, 2017) mention that the term implicature deal with the aspect of meaning that the speaker implies beyond what he literally said. Mey (as cited in Al-Hindawi et al., 2017) concluded that the word implicature is derived from the verb to imply. So, conversational implicature refers to the meaning which is left in conversation. This statement is the reason why pragmatics concerned with implicatures. In conclusion, conversational implicature is a meaning of the

language which a speaker indicates intentionally by hinted. In this case, the message that the speaker said may be not understood by the hearer, if the hearer does not know the context.

### **2.1.2.1 Flouting Maxims**

Based on the cooperative principle, people should follow each of the principles. By following the maxims, in conversation there will not be misled. If people break the maxim it means they flouting the maxim. According to Grice (as cited in Amelia, 2016) flouting a maxim is a speaker who blatantly fails to observe the maxim, not with deceptive or misleading intent, but because the speaker wants to encourage the listener to look for meaning that is different from, or besides, the meaning expressed. According to Grice (as cited in Romadhona, 2016) speaker flouts a maxim if he might fail to fulfil the maxim. In other words, a speaker tries to intentionally make his utterance open or noticed. This makes the listener conclude implicature.

#### **2.1.2.1.1 Flouting the Maxim of Quantity**

Flouting maxim of quantity happen when the speaker giving inadequate information or even excessive than required.

Example:

Ali	:	Where are you, Majid?
Majid	:	I'm in my clothes.

In this conversation, Majid said the true condition because he argues that every people wearing clothes. However, unwittingly by not providing adequate

information, he has committed a foul because it is deemed to have been flouting maxim of quantity.

#### 2.1.2.1.2 Flouting the Maxim of Quality

Flouting the maxim of quality is happened because the speaker does not telling the truth. This flouting is saying something very contrary to what he really wants to say. It is done intentionally by the speaker with the intent so that the speech can be well understood.

Example:

Teacher : Wow, what time is it now boy?  
Student : Sorry miss! It won't happen again.

From the dialogue above, the researcher can see that the utterance flouting the maxim of quality, because the teacher does not real to asked him the time, but she asks the student to pay attention the purpose of the utterance. And the student understood that he late and he apologized for the delay.

#### 2.1.2.1.3 Flouting the Maxim of Relevance

Flouting maxim that exploits the maxim of relevance is an offense committed when the speaker says something irrelevant. When speaker fail to convey the answer or response requested by a speech partner, such as not answering a question or a speaker deliberately changes the topic of conversation with another purpose.

Example:

Bianca : Why you come late?

Wesley : I bring you a bucket of flower.

In the dialogue above, Wesley has committed an offense. The answer from him does not relate with the question from Bianca. Wesley changed the topic. So, this make interruption happened in this conversation.

#### 2.1.2.1.4 Flouting the Maxim of Manner

This kind of flouting happened when speaker reveals something which is ambiguous. This can certainly have a negative impact on the interaction that is being undertaken, because the responses and answers that are ambiguous can be confusing to the listener. So, the listener must understand more deeply into the true meaning of what the speaker says. It can be misled, if the listener has different assumption from what the speaker means.

Example:

Wesley: People ask you questions about them, right? Because that's your job as their DUFF.

Bianca: Sorry as their what?

Wesley: DUFF. D-U-F-F. Designated Ugly Fat Friend.

The dialogue above, take the advantage from maxim of manner, because the answer that has been said by Wesley makes Bianca confused. His utterance about DUFF is ambiguous. The real meaning of DUFF is not an Ugly Fat Friend but friend who does not look as good that making their friend look better.

In conclusion, when the speaker's utterance does not give related answer for the question, it makes the listener misunderstanding the meaning of the utterance. As the explanation above, the researcher conclude that flouting maxim is the cause of conversational implicative happened in the conversation.

### **2.1.2.2 Types of Conversational Implicature**

In conversational implicature, to understand the meaning we have to relate it with the situation or the context of the utterance happens. In Levinson (as cited in Vikry, 2014) he said that Grice has distinguished conversational implicature into two types, the first is generalized conversational implicature and the second is particularized conversational implicature. Grice (as cited in Huang, 2015) said that conversational implicature which occur without any particular contextual conditions is called as generalized conversational implicature, while those which require any contextual condition called as particularized conversational implicature.

#### **2.1.2.2.1 Generalized Conversational Implicature**

Generalized conversational implicature arise when people do not give special background knowledge of the implicature. “Grice said that generalized conversational implicatures arise when one can say that the use of a certain form of words in an utterance would normally carry such- and-such an implicature or type of implicature” (Vikry, 2014, p. 24). There is another way to identify generalized conversational implicature. According to Levinson (as cited in Vikry, 2014) Horn provide additional way to identify generalized conversational implicature by using scalar implicature. This term is used to express quantity or scale of value, such as all, most, some, few, always, often, and sometimes. Those are the indicator to define which one is generalized conversational implicature.

Example:



- 1) The earthquake killed some of the villagers.

It means that the earthquake did not kill all of the villagers. The word some is the scalar implicature that indicate the generalized conversational implicature happened in this sentence.

- 2) Ami : who is the best in class?  
Ali : John is sometimes the best in class.

It means that John is not always the best in class. The word sometimes is the word of scalar implicature.

#### 2.1.2.2.2 Particularized Conversational Implicature

According to Grice (as cited in Blome, 2013) conversational implicature which is carried by saying of a proposition in particular contexts is called as particularized conversational implicature. It also can be assumed as knowledge which is required with specific context during conversation. According to Yule (as cited in Amelia, 2016) particularized conversational implicature is the meaning which is out part of the utterance that make the listener need to have more knowledge to interpret the speaker means.

Example:

- John : where's Peter?  
Mary : the light in his office is on.

The answer of Mary implicate that Peter is in his office. Mary's utterance shows the particular condition of Peter. This is the reason why this sentence called as particularized conversational implicature.

## 2.2 Previous Study

For consideration in this research, there are a few listed of some previous studies by several researchers that discussed about the same object. The first was from Nanda, Sukyadi, & Ihrom (2012). They used TV game shows such as “Take Me Out Indonesia” as source of data. They used episode XXII of the show. The aimed of this study was to investigate conversational implicature which used by the presenters. The researchers used the theory of conversational implicature proposed by Grice on 1975. The researchers used qualitative method to process the transcription of the 204 recorded implicature data. The results of the study showed that the presenters tended to use generalized conversational implicature rather than particularized conversational implicature. The researchers concluded that in the informal game show conversations were used various types of implicature to make the interaction flows smoothly.

The second previous study was conducted by Nugraheni (2010) which used Movie entitle “Harry Potter and the Goblet of Fire” as source of data. This research used the theory of Paul Grice on 1975 which talked about cooperative principle. The aimed of this study was to describe the utterance that break the maxim of cooperative principle which occur conversational implicature. The amount of the data which has found was 63 data. From the data, researcher found the presentence of utterance which breaking the maxims, such as maxim of quantity 26,9%, maxim of quality 14,2%, maxim of relevance 41,3%, and the last

maxim of manner 17,4%. The result from the data was the most maxims which flouted in conversation are maxim of relevance.

The third previous study was conducted by Kondowe, Ngwira, & Madula (2014). They used newspaper cartoons as source of data. The aim of this study was to describe how implicature analysis could give contribution to the reader in interpreting notional connotation in Malawi political leaders. They focused on the cartoons under Joyce Banda, the fourth president in Malawi. The data were selected from the Nation newspaper from October 2012 to May 2013. They used Grice's conversational implicature as a theory. The results of the analysis indicate that Malawi cartoonists often did not obey to the conversational maxims by flouting, suspending, and opting out. Flouting maxim of manner was the most preferred way of exploiting the maxims that found in the data. The conclusion of this study was the cartoonist deliberately provided disguise information not to show confusion or lack of authoritative knowledge; but rather to indicate accuracy.

The fourth previous study was conducted by Fang and Xin (2017). They used Chinese TV series entitled "Nirvana in Fire" as source of data. The researchers mainly used the theory of cooperative principle and implicature proposed by Grice (1967). The researchers used the method of descriptive qualitative method to present the result. They analyze selected examples of every maxim of violated the cooperative principle to help the readers understood the characteristics of the character and the development of the plot. The objective of

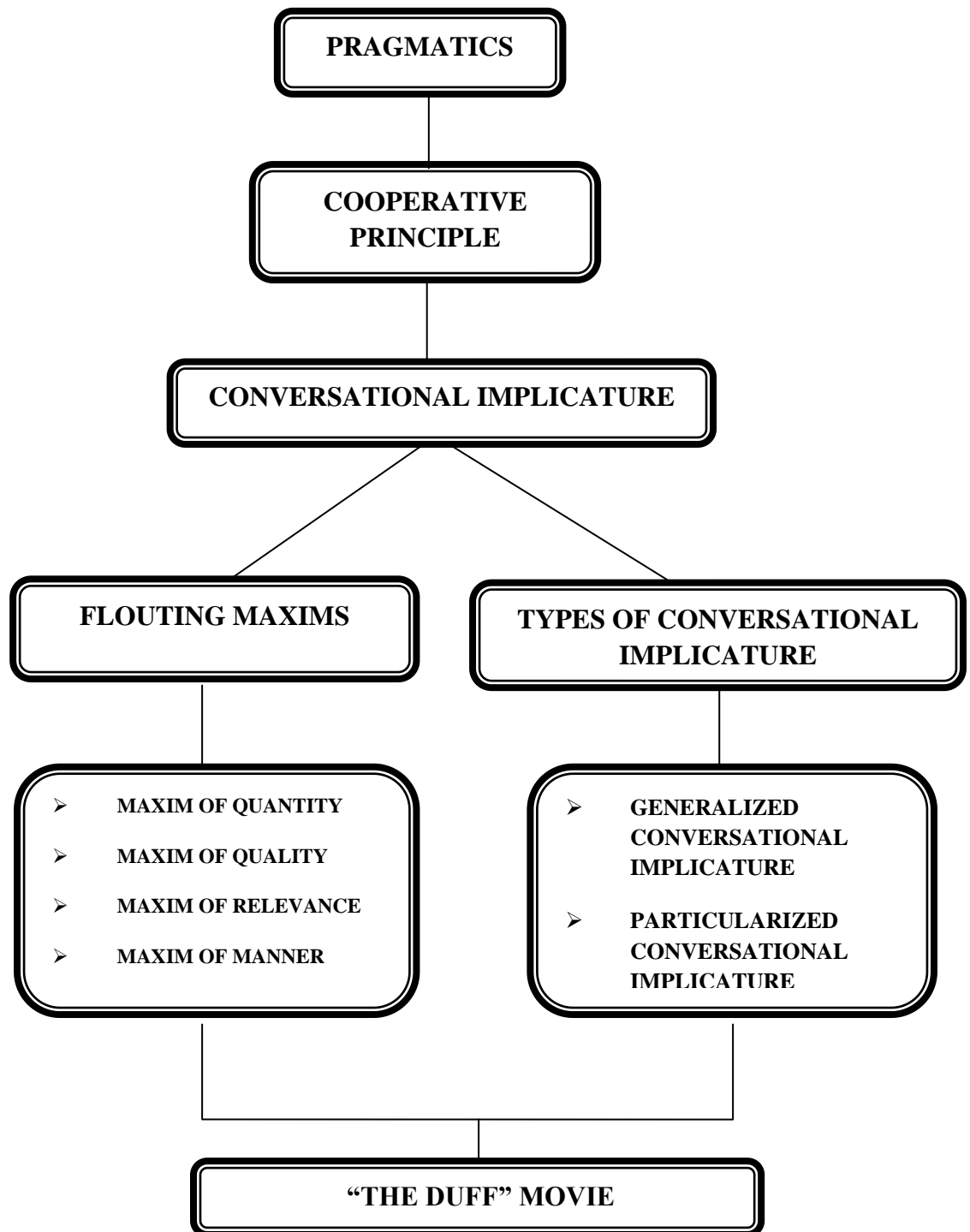
this research was to prove that the cooperative principle plays an indispensable role in analysing the TV plays “Nirvana in Fire”

The last previous study was by Inayati, Citraresmana, & Mahdi (2014). This study showed the way conversational maxims were flouted in particularized conversational implicature. Descriptive analysis method was the method used in the study. The analysis was carried out through pragmatics analysis theories developed by Grice on 1975 and Yule on 1996 about particularized conversational implicature. The data for the research were taken from a drama serial entitled *Gilmore Girls* written by Amy Sherman-Palladino. The data of the study collected were classified and analysed. The result of the study was indicate that particularized conversational implicature flouts two kinds of maxim which are maxim of relevance and/or maxim of manner.

Through previous studies that were conducted by the other researchers, the researcher found the similarities and the differences between this research and the previous studies. The similarities are the object of the research to analyse; conversational implicature, and the researcher also used Gricean theory as the main theory. The differences are the source of the data that the researcher used and the focused on the analysing conversational implicature. In conclusion, the studies about conversational implicature have been carried out by the other researchers. However, the analysis of conversational implicature by using “The DUFF” movie has never been done by other researcher. Therefore, the researcher is interested in analysing about conversational implicature in the “The DUFF” movie further. This research is importance, because the researcher wants to know

the meaning that left hidden in the conversation of the “The DUFF” movie by concern on the flouting of maxims which found in the conversation to occur conversational implicature and the type of conversational implicature found in the movie.

### 2.3 Theoretical Framework



This research contains a framework that shows a brief summary to help researchers achieve their objectives in analysing data and helping readers to

understand this research more easily by presenting it in a diagram. As seen in the picture above, in this study first explained pragmatics. Then, analyse conversational implicature which divided into flouting of maxims and types of conversational implicature based on theory proposed by Grice on 1975. The research is applied to analyse the conversational implicature in the “The DUFF” Movie.