

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE AND THEORITICAL FREMWORK**

#### **2.1 Pragmatics**

Pragmatics is the study of meaning as interpreted between language and context (Yule, 1996) Interpretation requires the listener to find context to know the speaker's intention. Birner (2013) also stated that pragmatic is the study of language applied in context. This means that pragmatic is about using language and dealing with context. This study is observe to the use of language and the meaning of context. Speaker and listener understand each other.

The linguistic division is pragmatic. It focuses on the analysis of how a speaker or writer conveys meaning and how listeners or readers interpret that meaning (Yule, 1996). The use of language in discussion and communication is also studied by pragmatics. This focus study reveals how a particular situation affects what they say. This requires considering how speakers organize what they want to say or what they want to say according to the person they are talking to, where, when, and under what circumstances (Yule, 1996).

#### **2.1.1 Implicature**

According to Grice (1975) Implicature is designed to clarify sentences that are interpreted and sentences that are pronounced differently by speakers. As the interlocutor, the listener have to remember what the speaker was saying for understanding implite meaning. Thus, that the interlocutor will start to think about the meaning in the conversation and relate it to the context that is happening. Based

on the explanation above, the writer can conclude that implicature is a way to explain the hidden meaning of a word in a conversational discourse.

### **2.1.2 Cooperative Principle**

The cooperative principle is a form of how to communicate well. By following the cooperative principle, communication will be clear and effectively. According to Grice, (1975) the cooperative principle is that as a conversation participant must contribute to the conversation as needed in accordance with the purpose or direction of the conversation exchange received in which it is involved. In principle, this cooperation can be referred to as an agreement between the speaker and the interlocutor, and this is in accordance with the statement (Levinson, 1983). There are four types of maxims that must be obeyed by communication participants (Grice, 1975) namely maxim quantity, maxim quality, maxim relation and maxim manner.

#### **2.1.2.1 Observance**

Grice (1975, as quoted in Levinson, 1983) stated observation is a speaker who obeys and follows the cooperative principle. In this case the speaker understands the context of the maxims. Hence, observation reveals that speakers and listeners are cooperative by providing the desired information. There are four maxim cooperative principle:

##### **A. Quantity**

In the conversation participants only provide the necessary information, and do not provide more informative contributions than needed. Based on this explanation, it can be concluded that the speaker only provides sufficient information and

nothing more. Grice (1975) said that in the maxim of quantity, the speaker is required to provide the required information and may not provide too little or too much information. The example below:

Zookeeper : “Ready to get out there and meet your public?”  
Snake : “**yes**”.

According to (Safitri & Ambalegin, 2022) the phenomena is observance of quantity maxim. Because the speaker gave a clear answer. According to Grice (as quoted in Safitri & Ambalegin, 2022) quantity maxim gave statement simple and did not talk too much.

## **B. Quality**

According to Yule (1996) Quality maxim requires that each participant provide correct information, its mean, that quality maxim requires the contribution of each conversation participant in providing correct information. Therefore, neither the speaker nor the interlocutor said anything wrong, and each contribution must be supported by sufficient of evidence. Grice also (1975) stated that each individual uttered things that had evidence and the statements conveyed were true. If in a conversation there is a speaker who did not have sufficient evidence of what he said, there may be some reason behind it. Example:

Ali : “When is physics exam?”  
Jordan : “**This Saturday**”

The utterance above used a maxim quality because according to (Sari & Afriana, 2020) the answer by Jordan is truth.

### C. Relation

According to Grice (1975) in relational maxims, participants must make relevant contributions in the conversation. To comply with the maxim of relation, the speakers were required to say something that is relevant to what is being discussed now or in the past. Yule (1996) stated that to observe relational maxims, speakers can use several expressions such as "oh, by the way", "anyway", or "well, anyway". The example could be seen below:

Rara : ‘‘Hei, do you like K-pop music?’’  
 Astra : ‘‘**Of course I do**’’  
 Rara : ‘‘Who is your favorite group?’’  
 Astra : ‘‘**Blackpink, how about you?**’’  
 Rara : ‘‘Ahh I like blackpink too, but I like BTS more’’

According (Sari & Afriana, 2020) the utterance between Astra and Rara was used a maxim relation. Each other answered the question relevant.

### D. Manner

Participants in the conversation have to provide clear and unambiguous statements Grice (1975). In this context it can be concluded that the speaker should avoid ambiguity and the conversation must be orderly and clear. According to Cutting, (2002) verbal exchange of information in conversations or interviews tends to run smoothly and successfully when the participants follow social conventions called conversational maxims. The example from (Safitri & Ambalegin, 2022) below:

Jacinta : Now, once you’re through the city, head for the Blue Mountains  
 Nigel : They sound pretty. What kind of blue?  
 Jacinta : **Kind of a smoky eucalyptus blue**

The conversation occurred between Jacinta and Nigel. The speaker gave a clear answer according to maxim of manner.

#### **2.1.2.2 Non-Observance**

The participant conversation who do not follow the four rules of the cooperative principle are called non-observance (Munthe & Ambalegin, 2021). This means that participant failed to obey the maxims. Failure to comply with maxims is done by do not follow the rules of Grice's theory, the cooperative principle. This is also called the principle of non-observance. There are four ways to mention several cases related to failure to comply with the maxims, namely opting out, breaking, infringing and flouting. Of the four types, researchers will focus on analyzing floating.

##### **2.1.2.2.1 Flouting Maxim**

In conversations, the flouting of maxims often occur in community. The flouting can be committed by the speaker, or listeners responding to the conversation. The flouting maxim is a form of conversation that has an implied meaning and it is not intentional. People always break these rules in many ways base on Grice (as cited in Erdayani & Ambalegin, 2022). Flouting of the cooperative principle occurs when the speaker did not provide correct information, or in other words there is no relationship between the speaker and the listener. According to Grice (1975) there are four of flouting maxims.

#### **A. Flouting of Quantity**

The flouting maxim of quantity requires that each participant contribute as much as is required by the other person, but if the speaker provides too little or too

much information than is required Grice (as cited in Cutting 2002). It can be said that the information provided is not sufficient according to the needs of the interlocutor. Example:

Queenie : Hey, Mr. Scamander, you prefer pie or strudel?  
Newt : **I really don't have a preference.** (Erdayani & Ambalegin, 2022)

It was classed as flouting the quantity maxim because the hearer gave too little information. The speaker asked if the hearer prefer pie or strudel, but the hearer answer was not informative.

### **B. Flouting of Quality**

Flouting the maxim of quality usually says something that is not clear and does not represent what they thought Cutting (2002). In the maxim of quality, there are other ways for the speaker to fail this maxim, namely by using hyperbole, metaphor, irony, and satire.

Beast : “Who are you? What are you doing here?”  
Maurice : “**I was lost in the wood sand...**” (Florentina & Ambalegin, 2021)

Maurice's utterance exemplifies the quality maxim because he was telling the truth about being lost in the woods.

### **C. Flouting of Relation**

The flouting maxim of relevance can occur if the speaker did not make a relevant contribution to the topic of conversation and makes statements that were irrelevant to the topic. The speakers who fails relational maxims expect listeners to be able to imagine what was not said in their utterances and make connections between their utterances and previous utterances delivered by the speaker Grice

(1975 as quoted in Cutting, 2002). The example took from (Devi & Ambalegin, 2021).

Alice : “There! Did you see it?”  
 Imogene : “**He’s a prince. But, he cannot marry me unless he renounces his throne. Isn’t it tragic?**”

The utterance took between Alice and Imogene. It could be seen that the conversation used flouting relation maxim. Imogene failed the cooperative principle because the speaker was giving unrelated answer.

#### **D. Flouting of Manner**

According to Grice (1975) the speaker failed in maxims of manner usually exploit it by giving ambiguity, unclear expressions, and not providing detailed explanations. The example took from: (Marlisa & Hidayat, 2020).

Host 2 : “Owhh that was you have worth it?”  
 Guest : “**Ummm so was so nice hit by Bruce Lee**”

The conversation happened between host and guest. The answer from the speaker flouted the maxim manner because Jackie answered winking create some jokes there.

#### **2.1.2.2.2 The Reasons of Flouting Maxim**

Thomas (1995) argued that every participation did not completely ignore the cooperative principle. In other words, the participants involved in the conversation have reasons why they failed to comply maxims. There are the reason according to Thomas (1995):

## A. Flouting Maxim Quantity

### 1. To explain more

The participant provide many of the subjects discussed to help hearer. Therefore the speaker usually conveyed the message in detail even though it was contrary to the quantity maxim.

### 2. To stress something

The participant of speaker conveyed the message a lot of information to the listener because the meaning spoken by the speaker can be clearer for the listener to understand.

### 3. To expect something

The speaker uttered more statements because the speaker expected which were desired from hearer. There is example of reason quantity maxim:

The Hearer : What are you doing here? Do you want?

The Speaker : **Have a chat, first of all, agent john h. please accept my sincerest apologies for the whole mix-up in Roma**

In the conversation above the speaker answered with many words. The reason the speaker wanted to provide additional information to the listener.

## B. Flouting Maxim Quality

### 1. To convince the addressee

The speaker tried to persuade and convince the listener. Unfortunately the speaker did not follow the quality maxim because the speaker gave a false and unproven statement.



## 2. To cover something

The speaker would cover something because the speaker did not want the listener to know what happened to the speaker. In other words, the speaker failed to comply with the maxim to cover something that might not be able to convey by the speaker.

## 3. To hide something

Participants failed to comply with the maxim of quality because the speaker wanted to hide something up. The speaker deliberately lie so that the listener did not know. There is example of Reason flouting quality :

The hearer : How's do you find me?

The speaker : **Well, the same way I knew that you were gonna steal the egg in roman**

The utterance above between speaker and hearer. The speaker did not want hearer know if the speaker followed hearer from Roman. So the answered from speaker reason to hide something.

## C. Flouting Maxim Relation

### 1. To change the topic

The speaker ended the conversation because the speaker did not like to provide information, therefore the speaker changed the topic of conversation.

### 2. To give additional information

The speaker included additional messages because the speaker wanted the listener not to misunderstand and understand what the speaker was saying.

### 3. To avoid talking about something

To avoid sensitive speech, the speaker failed to comply with the maxim because the speaker does not want to hurt the listener's feelings. There is example of reason relation:

The hearer : What Do you got in the bag?  
 The speaker : **You' are American. What's your bring?**

The conversation can be analyzed that the speaker wanted change the topic because the speaker panic.

### D. Flouting Maxim Manner

#### 1. To get attention

The participant of speaker often used the same words to get attention. The words spoken to the listeners resulted in unclear conversation and caused misunderstanding.

#### 2. To be clear

The speaker usually provided clearer statements, so that listeners can understand the conversation. But the speaker often make ambiguous statements. Unintentionally, unclear sentences can cause disturbance communication. There is example of reason manner:

The hearer : How do you get free?  
 The speaker : **He shot the cuff**

The speaker answered the question from hearer is not clear and ambiguous. The reason is speaker want to get attention from hearer.

## 2.2 Previous Research

The first research was looking for purpose types of flouting maxims and the reason behind their inclusion in the Finding Dory movie were addressed by (Natasya & Sari, 2019) This study used the Finding Dory movie as a data source. The descriptive qualitative approach was used in this study. It made advantage of Grice's cooperative principle hypothesis (1975). The results showed that there were 17 quantity maxims, 1 quality maxim, 16 relation maxim, and 1 manner maxim.

The second research described prior research that was relevant to the subject being investigated before beginning to evaluate the data. The first study was conducted by (Op.Sunggu & Afriana, 2020) who examined how the "wonder women" film flouted adages. This study was based on how frequently people make mistakes when interacting in social settings. Due to the conveyance of ambiguous information, some communication failures frequently produce ambiguity. In relation to the subject, the researcher conducted a study that examined how the characters in the Wonder Woman movie disregarded the rules and determined they used theory of Grice, (1975).

The third research from (Nuzulia, 2020) investigated the types and the most dominant types of maxims that flouted by Donald Trump in the interview with TIME in the Oval Office 2020. The data source was the transcript interview of Donald Trump with Time. The primary theory that used in this research was proposed by Grice (1975). The result revealed 11 utterances that flouted the maxim of quantity, 3 that flouted the maxim of relation, 2 that flouted the maxim of manner, and none that flouted the maxim of quality.

The next fourth research aimed to the types and motives of maxim-flouting in the *Pokemon: Detective Pikachu* film were examined by (Setiawan & Haryani, 2020). *Pokemon: Detective Pikachu* served as the data source for this study. Grice (1975) Cooperation principle theory was used as the foundational theory. The findings revealed eight instances of quantity maxima being broken, thirteen instances of quality maxima being broken, eight instances of relevance maxima being broken, and seven instances of way maxim being broken.

The fifth research by (Marlisa & Hidayat, 2020) found the forms and causes of Flouting Maxim. For this study, the dialogue script from the *Good Morning America* discussion show served as the data source. Cooperative principle by Grice, (1975) served as the primary theory for this investigation. The findings revealed that there were 5 maxims of quantity, 2 of quality, 3 of relation, and 5 of way that were flouted.

Another the sixth research (Tami & Handayani, 2021) examined how television series break moral precepts. This study used descriptive qualitative research, where the data were utterances made up of phrases, sentences, and words. They were gathered by unbiased observation and subjected to pragmatic identity analysis for analysis. This study set out to identify the kinds and methods of maxim-flouting employed by the characters in the third season of the Netflix series *Stranger Things*.

The seventh research done by (Devi & Ambalegin, 2021) *The Type of Flouting Maxim Found in "Alice in Wonderland" Movie*. This study aims to determine the types of maxim flouting used by the characters in the film. This research is focused on Grice's theory (1975) about the types of flouting of maxim.

The eighth previous research from (Florentina & Ambalegin 2021). The article analyzed the flouting maxim in “Beauty and the beast”. The study purpose to find type flouting maxim by actor. The article used Grice’s theory of flouting maxim and this research used descriptive qualitative research design as formed. The research found 13 flouting maxim in the main character movie, namely 4 quality, 4 quantity, 3 relation and 2 manner.

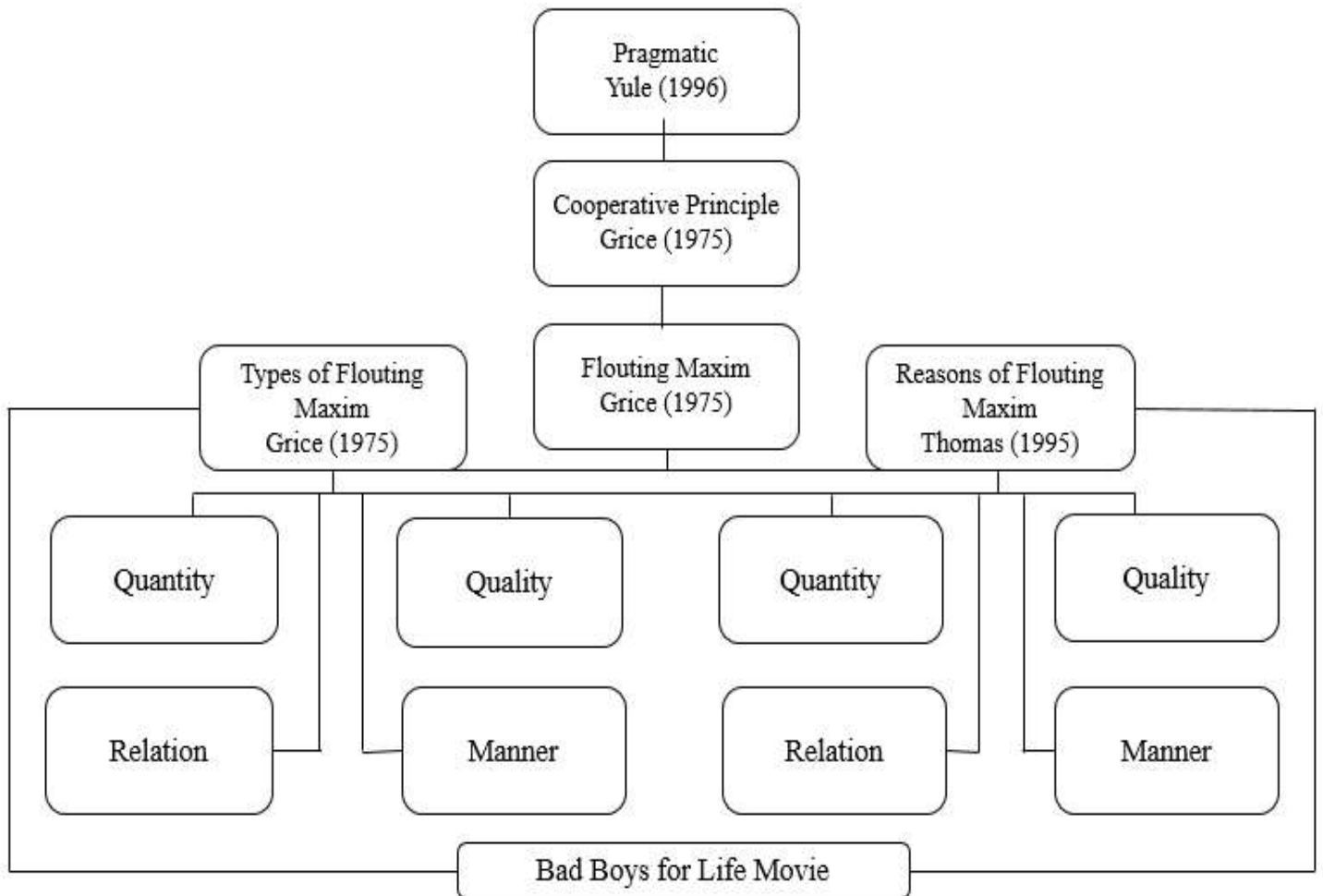
The researcher can take certain conclusions about similarities between some of the research after describing some of the previous research. The first is that the majority of researcher choses to study the flouting maxim in a film as their subject of study, although some other researcher choses talk programs. Second, the theory employed in previous studies the Grice hypothesis has always been the same.

The last is that descriptive qualitative methodologies have been used to assess every piece of research, but different subject matter experts have been used by each researcher. It can be claimed that there won't be much overlap between this research and previous studies. This is true because this research was used as a research item in a movie. None the less, makes use of alternative data and Grice’s theory. Additionally, this study will make use of a research methodology developed by expert Sudaryanto, who obviously had not used it before.

### **2.3 Theoretical Framework**

This study used a pragmatics based approach, with the theme of flouting maxims. The research considered many sorts and forms of flouting maxim to be examined in this research. The theory of Grice, (1975) about flouting types will be used. The research also will use theory of Thomas (1995) to analyze the reason

flouting maxim. For data source, this research used movie with the title “bad boy for life”.



**Figure 2.1 Theoretical Framework**