CHAPTER II
REVIEW OF RELATED LITERATURE AND THEORETICAL
FRAMEWORK

This chapter discusses the related literature review, which contains the conceptual framework and theoretical basis that is the basis when conducting research and a special review of existing linguistics related to the thesis topic or that accompanies it. This chapter examines the knowledge and findings of existing linguistic research related to the research topic. Meanwhile, the theoretical framework is a review of fundamental theories that serve as a guide in compiling the arguments used in this study.

2. 1. Pragmatics

Pragmatics is the ground of this study. Field of linguistics that studies the role of context in meaning. The meaning of a word or speech is the subject of pragmatic analysis. Pragmatics is a field of linguistics that studies the role of context in meaning. (Yule, 1996) defines pragmatics as the study of the relationship between the speaker who makes the utterances and the language form. It focuses on aspects of meaning that are not just predictable from linguistic data but also from social and physical knowledge. Thus, one advantage of studying language through pragmatics is that one can get knowledge about other people's implicit meanings, presumptions, intents, and behavioral patterns.

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physical and social knowledge. As a result, the benefit of studying language through pragmatics is that people may learn about the implicit meaning, assumptions, intentions, and kind of behavior of others.

2. 1. 1. Cooperative Principle

The cooperative principle according to Grice (1975) is essential to make the conversation run smoothly. In addition, when the speaker and the hearer try to be cooperative they can avoid the misunderstanding that occurred in the conversation. In the principle of cooperation, Grice (1975) divided into 4 parts, namely: maxim of quantity, maxim of quality, maxim of relation and maxim of manner.

2. 1. 1. 1. Flouting Maxims

Pragmatics is the study that is concerned with unstated meaning and relying upon the context in the conversation (Yule, 2006). In pragmatics, context is highly important to interpret and find the implied meaning. One of the studies that also rely on the context under the study of pragmatics is flouting maxims. Grice (1975) purposed the theory of cooperative principle which required the participants to contribute according to the situation that occurred in the talk exchange in which the participants engaged in the conversation. Simply, cooperative principles demand the speaker and the hearer to cooperate accordingly as needed and required. Nevertheless, the speaker and the hearer in the conversation do not always follow the cooperative principle.

The principles, also known as maxims, are frequently broken by the speaker and the hearer, who may also disobey the maxims by acting in an uncooperative

manner. Grice (1975) clarified that there are multiple methods to violate the maxims, and disobeying them is one of them. Maxim flouting, according to Cutting (2002), is when participants disregard the maxims yet assume that the hearers would grasp the implication. As a result, when a speaker disobeys a maxim, they do it with the intention of failing the maxim and wanting the listener to figure out why.

2. 1. 1. 1. 1.   Types of Flouting Maxim

One of the studies that also rely on the context under the study of pragmatics is flouting maxims. Grice (1975) purposed the theory of cooperative principle which required the participants to contribute according to the situation that occurred in the talk exchange in which the participants engaged in the conversation.

a.   Flouting Maxim of Quantity

The maxims of quantity according to Grice (1975) expected the speakers to give a contribution as much as needed. Hence when the speaker fails to contribute as much then it requires they may flout the maxims of quantity. The flouting maxim of quality as argued by Cutting (2002) the flouting maxims quantity happened when the speaker gives more or less information. As shown by the examples below,

Monsieur Jean : "Where are you off to?"

Belle   : **"To return this book to Pere Robert, it is about two lovers in Fair Verona."** (Florentina & Ambalegin, 2022)

The conversation above took from the movie titled "beauty and the beast". The speaker Monsieur Jean asked the hearer Belle where she will go. He only asked about the location where the hearer was headed to. But the hearer then added more information to the conversation. The hearer appears to give an unnecessary contribution to the conversations and failed to fulfill the maxims of quantity. As argued by Cutting (2002) the speakers or the participants tend to provide more or less information than is required in flouting maxims.

b.Flouting Maxim of Quality

The maxims of quality as mentioned by Grice (1975) this maxims demanded the participants to only say something that prove to be true. Thus, the speakers are expected to respond that is based on the fact in the conversation. Furthermore, when the speakers do not provide a response based on the fact they failed to fulfill the principles. Cutting (2002) declared that flouting maxims occurred when the speaker spoke something that did not accurately represent their thoughts.

> B.F.G   : "You do, you really do?"
>
> Sophie   : "**Simply beautifully**." (Nur Ulfah & Afrilia, 2018)

The example above best represents how the flouting maxims happened in the movie. Sophie as the hearer gave an untrue answer to the speaker. She did not want to make the speaker sad then she lied. This then referred to the flouting maxims as the hearer failed to utter what she thinks to be true.

c.Flouting Maxim of Relations

The speaker who flouts the maxims of relations often expects the hearer to find the relation from the utterance that is not said directly (Cutting, 2002). Thus, they expect the hearer to find the possible meaning and connect it with the most relevant answer. As argued by Grice (1975) maxims relations require the participants had the opportunity to contribute in a meaningful way to the discussion. Then when they flouted the maxims of relations, they failed to be relevant to the conversation and expected the hearer to connect the possible answer with the meaning.

Calvin   : "Who's that?"

Harry   : "**You tell me...**" (Lasiana & Mubarak, 2020)

The above expression shows an example of relationship violations committed by characters in the movie Ruby Spark. Calvin had this conversation after seeing something odd in his house and asking whose it belonged. This conversation is irrelevant and refers to the violation of maxims. If speakers in a discussion fail to be relevant in their communication, they will flout the relevant maxim.

d. Flouting Maxims of Manner

In obeying the maxims of manner the participants are expected to give clear and brief answers to the question asked. As mentioned by Grice (1975) in a maxims manner the participants were expected to avoid ambiguity and be orderly brief in the conversation. Thus, when the participants appeared to be ambiguous and unclear they flouted the maxims of manner. As the example shown below,

Taxi Driver   : "Where you headed?"

Somerset   : **"Far away from here."** (Ibrahim, et.al., 2018)

The conversation above happened between the taxi driver and somerset. Somerset's response flouts the maxims of manner and appears to be ambiguous. He didn't provide clear information. There is no place called "far from here". He should have told the driver specifically where he wanted to go.

2.1.1.1.2 Strategies of flouting maxim

Rhetorical techniques include tautology, metaphor, overstatement, understatement, rhetorical inquiry, and irony, according to Grundy (2000:76–77). The following rhetorical techniques provide as specific examples of maxim flouting strategies for more clarification.

a. Tautology

According to Levinson (1983: 29 110), while straightforward tautologies may not have much communicative value in principle, they may have a significant pragmatic impact on the message being sent during a communicative event. Grundy defines tautology as a statement that is commonly employed to simplify a complex meaning. It is an archaic idiom. An expression's meaning grows more idiomatic but still understandable with repeated use.

"Boys will be boys" is an example of tautology in action. This place uses the word "boys" a lot, which makes it easy to explain a complex explanation about a male person, youngster or adult, who will behave in a similar way. Furthermore, the phrase "Enough is enough" serves as another illustration. This is a useful expression to utilize when expressing the speaker's tiredness after exercising

patience. Enough is used repeatedly, which suggests that the statement is a tautology. Similar to the last example, this one also demonstrates the generic form of tautology. Tautology is a tactic used in maxim flouting, whereby the maxims are purposefully broken to reveal some hidden meanings.

In the end, the church is only able to cover the amount of individuals it can afford to pay. This type of tautology violates the principle of quantity. Grundy (2013: 125). The tautology in this instance differs from the ones in the previous examples. It is not an idiom, yet. That is, nevertheless, a tautology because some phrases are used a lot, such as afford to pay.

Here, the tautology flout the quantity maxim since it is informational. It is not as instructive as is necessary because it does not make the necessary contribution. Rather than employing a tautology, the speaker should specify the precise number of persons in order to adhere to the maxim of quantity. The word for a true proposition is tautology, according to the Routledge Dictionary of Language and Linguistics (1996: 1179). Expression 30 is a complicated one, but it is always true. In the above example, the proposition the truth is undeniable that the church rewards its members., despite the tautology's informational shortcomings. The idea ought to be true because it is a tautology..

b. Overstatement

Overstatement is the second strategy of maxim flouting. Leech (1983: 145) claims that overstatement and hyperbole are comparable. In that instance, the speaker is describing something more powerful than the situation as it actually is.

It's a type of metaphorical expression. Since the word "hyperbole" implies "above or beyond," it refers to something that is exaggerated.

The following passage offers an illustration of a principle being disregarded through exaggeration:

Recall that you are in the final phase of your life as a teenager, and you will be relieved to learn that the phone is yours.

Eliminating (2008: 37) The assumption that people are seldom pleased to learn that the phone is for them is overdone in the previous sentence. It is also overstated to say that adolescence is the final stage, which defies a maxim. The quality maxim is broken in this instance. The speaker makes a claim for which there is insufficient support, hence their contribution is untrue. This goes against the quality maxim. Furthermore, saying more in a conversation than is necessary can be characterized as overstatement.

Another example that is flouted by use exaggeration as a tactic is **"I tried calling a hundred times,** but nobody ever answered**."** A hundred times in this case denotes overstuff. In actuality, it is not needed in the conversation. Other phrases that defy the principle include "I could eat a horse," "I'm starving to death," and "I'm dying of hunger." Some speakers prefer to disregard the quality maxim by inflating the fact that they are hungry rather than stating it. Overstating is one type of exaggeration. Overstatement may occasionally be acceptable due to courteous beliefs (Leech, 1983: 146). It is used to compliment someone, as in "That was a delicious meal!"

c. Understatement

Understatment is the opposite of overstatement (Leech, 1983: 145). Conversely, Understatement or litotes refers to something that is weaker than the situation as it actually is if overstatement expresses something stronger than the actual state of affairs. Hyperbole and understatement are not the same kind of exaggeration.

It's a figure of speech that downplays or minimizes something that is actually quite amazing. Understatement is sometimes employed as a means of criticism. Her speech served as an example of litotes criticizing things, thus I wasn't really impressed. The speech has impressed the speaker in this instance. But because he had high expectations going into the speech, the speaker is not overly impressed because his expectations were higher than the reality.

Understatement is used to express his/her disappointment about it Another instance of criticism that is delivered with understatement is "That wasn't such a bad meal that you cooked." Understatement is indicated in this case by the negative statement. Furthermore, euphemism which states an unpleasant subject by employing an inoffensive expression is another form of understatement that can be used in place of a negative remark (Leech, 32 1983: 147).

That occurs when a speaker uses a milder word to avoid using an unpleasant one. For instance, a speaker can say that employees are made redundant rather than fired. Here, the euphemism is superfluous. It downplays how horrible things really are. Additionally, some degree adverbs like a bit, a little, and rather are frequently employed to downplay a degree of euphemism.

Thus, litotes, or understatement, might be understood as a means of downplaying components of meaning that are not preferred (Leech, 1983: 148).

An example of understatement that flouts the maxims of Cooperative Principle is provided below.

Jean : What do you think of Cindy?

Laila : **She is not a bad-looking girl.**

Here, Leila defies etiquette by making a negative statement. She defies the dictum that says she must be succinct. Leila genuinely makes an attempt to suggest that Cindy is a rather attractive girl by using subtlety.

Lastly, understatement is when a speaker becomes less informative in a conversation than is required.

Wendy : What do you think of Harry?

Jack : **Nothing wrong.**

Harry is displaying wrath against Jack in this setting. Wendy does not know what occurs because Jack and Harry are talking in the room. When Jack leaves the room after they have finished talking, Wendy has a question. Jack provides Wendy with insufficient details in the dialogue above. Harry's true level of anger is not fully conveyed by his words. Jack feels bad about Harry's actions, but nothing is wrong with it. To put it into words, he employs 33 understatements. Jack's remarks in this instance disregard protocol. He violates the rule that says he must avoid obscurity because of his understatement.

d. Metaphor

The next strategy of maxim flouting is by using a metaphor. According to Levinson (1983: 148), metaphor in interaction theory refers to the application of an expression wherein "literal" and "metaphorical" expressions are related. One has the ability to alter the meaning of the other in the connection. A "literal" statement might have its meaning altered by a "metaphorical" one, or the other way around. Metaphors, in their most basic form, are literary devices that describe a subject or object by alluding to something that is thought to share traits with the subject or item being described.

Using a metaphor January is like a refrigerator; it's a "literal" house, but it's also a "metaphorical" refrigerator. Here the definition of "house" can be altered by the refrigerator. Being compared to a refrigerator, the house is thought to be more than just a dwelling; it is a very cold place. A quality maxim is typically flouting metaphor. The phrase that is being utilized is thought to be incorrect and lacks supporting proof. The speaker is breaking the rule of quality when they employ the metaphor "my house is a refrigerator" in January.

Another example of maxim flouting using metaphor as its strategy is in the following dialog.

Andy : What kind of mood did you find the boss in?

Ben : **The lion roared.**

(Levinson, 1983: 153)

This is where the relevance maxim is broken. Ben is thought to violate the relevance maxim, which states that he must be pertinent. Ben is not relevant to the

conversation, according to the metaphor the lion roared. He changes the conversation from the boss to the lion. Despite the fact that Ben suggests a deeper meaning, he has not adhered to the relevance maxim. The listener may understand, among other meanings, that the boss is upset, furious like a roaring lion.

e. Rhetorical Question

A rhetorical question is a question that is meant to make a point rather than elicit an answer. It can be used to make a point because it has a clear response. The purpose of rhetorical questions is to compel the listener to understand them in a certain way. The following dialogue demonstrates how to utilize this rhetorical question to disobey the cooperative principle's maxims.

Bert : Do vegetarians eat hamburgers?

Ernie : **Do chickens have lips?**

Yule (1996: 44)

Here, Ernie's assertion serves as an illustration of a rhetorical question. It does not intend to pose questions and look for responses. Conversely, the aim is to provide a clarification and address Bert's inquiry. With a rhetorical query, 35 Ernie tries to explain that Bert's question has no response, just as his own question that chickens have no lips has no answer.

Additionally, the inquiry "Was Mussolini going to be moderate?" is another example of a rhetorical question employed as a tactic of maxim flouting. The speaker has broken the quality maxim by posing this rhetorical question when he

feels that Mussolini was never going to be moderate. It violates the maxim, which calls on him to express what he thinks is accurate.

f. Irony

Irony is the next tactic employed to violate the Cooperative Principle's precepts. Three categories serve as the foundation for irony: sarcasm, banter, and irony itself. Irony is a rhetorical device that typically expresses meaning that differs from what is actually said. Leech (1983: 144) compares irony and banter in pairs in his work. He claims that using irony to insult someone can appear to be a friendly way to do so. On the other hand, banter is perceived as a disrespectful way of forming a bond. It's been said that irony and banter don't go together. Conversely, wit and irony are usually used as a pair that is supposed to work together. Banter is best described as mock-irony. Irony is demonstrated when a teacher responds to a tardy student by saying, "Well, it is too early, good morning." In this instance, the teacher seems to be saying the right thing, but in actuality, she is saying the wrong thing. The teacher uses irony to make fun of the student while implying something entirely different from what he actually said. The instructor's false statements constitute a violation of quality standards.

On the other hand, banter states a negative message while expressing a pleasant one. Since banter usually indicates intimacy or friendship, it's permissible to say anything hurtful. According to Leech (1983: 144), there are two rules for banter in a conversation: first, saying something obviously false, and second, saying something obviously nasty to the other person. This is done to show how speakers and listeners are one. Like irony, banter is considered to be lighthearted.

The language exchange that follows is an example of how jokes can be used to break rules:

Ali : I'm beginning to realize why em why jobs in language schools run out so sharply in the autumn and in the spring. **It's all these damn MSc students and their wives.** Heh.heh

Bob : heh.heh.heh.heh.

Ali : Now I know why I was never wanted after October.

Bob : Yeah that's right.

Anne : How about your meal?

(Cutting, 2008: 37)

Here, after learning that Bon's wife has been employed to teach English as a foreign language a job that Ali also holds Ali puts on a front of rage against Bob. Given the closeness of Ali's relationship with Bob, Ali appears distressed even when she is not. Ali laughs around, defying the quality maxim. By making fraudulent claims, he is going against the quality maxim, which says that a speaker should only provide true statements. Sarcasm is the final kind of irony that can be applied when arguing against a concept. One offensive kind of irony is sarcasm (Cutting, 2008: 38). Speakers frequently mean harm when they use this.

Willy : Yum, **this is a lovely undercooked egg you've given me here, as usual.**

Here, Willy intends to hurt Anne and flouts maxim of quality. The egg is not lovely for Willy actually.

2. 2. Previous Studies

The first research was by Op.Sunggu & Afriana (2020) which aimed to find out about the types of flouting maxims. This study applied the main theory of maxims by Grice (1975) to identify the types of flouting. As for the data source, this research took the movie titled "Wonder Woman". This previous study revealed that all the four types of flouting maxim were found. For the total 12 data related to the flouting maxims found. The most frequent types found were the maxim of manner with 7 appearances. And the flouting of maxim quantity and quality occurred 2 times each. And the flouting of relations appeared as the least type with 1 appearance. Moreover, this research showed that the flouting of maxims done by the characters in the movie titled "Wonder Woman".

The second research is by Marlisa & Hidayat (2020). The study aimed to find out about the types and the reasons for flouting maxims uttered by the hosts and the guests. This previous research adopted the main theory by Grice (1975) of flouting maxims. The talk show titled "Good Morning America" was used as the data source in applying the theory. As for the result, this previous study showed that 4 types of maxims were flouted by the guests and the hosts. The most types of flouting maxims discovered from the talk show were the flouting maxim of manner. Moreover, this previous study also found the importance of flouting maxims to build an entertaining and efficient communication.

The third research is by Tami & Handayani (2021) looks at the ways that television shows violate moral standards. The data used in this study, which employed descriptive qualitative research, were utterances composed of words,

phrases, and sentences. They were collected by objective observation, and pragmatic identity analysis was used to analyze them. This study aimed to categorize the types and techniques of maxim-flouting used by the Netflix series "Stranger Things" characters in its third season.

The fourth research is by Erdayani & Ambalegin (2022). Their descriptive qualitative study was aimed to pinpoint the specific types of maxims that the characters in the movie "Fantastic Beasts and Where to Find Them" were flouting. The data came from the movie "Fantastic Beasts: and Where to Find Them," which featured statements that defied conventional wisdom. The different varieties of flouting maxims were examined using Grice's cooperative principle theory. Both an observational method and a non-participatory methodology were utilized for data collection. The data was also analyzed using the pragmatic identity method and the pragmatic competence-in-equalizing technique. The cast members' statements in 15 utterances that featured flouting maxims. There were 9 cases of the maxim of quantity being broken, 1 instance of the maxim of relation, 4 instances of relation, and 1 instance of the maxim of manner being broken.

The fifth research is by Hamidah et al (2022). The analysis of character maxim flouting in the film "The Help" and the causes behind it were the main goals of this study. The characters ignored the maxims for a variety of reasons, such as conflict, amusement, rivalry, and cooperation. Maxim of quality evolved into the most commonly ignored type and was usually paired with conflictive by employing sarcastic language. A qualitative content analysis was used in the present study. The script for the film "The Help" served as the data source. The

information was presented as character exchanges and utterances that included floating maxim. During the analytic process, the researcher discovered 32 data sets that included examples of all four categories of maxim flouting: maxim flouting of relevance, maxim flouting of quality, and maxim flouting of manner. The characters also disregarded the maxims for a variety of reasons, including conflict, conviviality, competition, and collaboration. Maxim of quality became the most frequently disregarded type and frequently combined with conflictive by using sarcastic language.

The sixth research is by Saputri & Lubis (2022). The purpose of this study is to categorize the many types of maxim flouting that occurs in the "Zootopia" film and to determine how it affects the narrative. This study employed a descriptive qualitative methodology. The data for this study are the forty-eight dialogues from the "Zootopia" movie that defy conventional wisdom. Based on Grice's theory and the cooperative principle, the researcher discovered that every character in the film disregarded every form of maxim. The floating maxim of quantity is the one that the "Zootopia" movie breaks the most, and the floating maxim of quality is the one that it breaks the least.

The seventh research is by Florentina & Ambalegin (2022). This research focuses on analyze the flouting of maxims in the Disney movie entitled "Beauty and Ugly". This previous research adopted the main theory by Grice (1975) of flouting maxims. Meanwhile, to analyze the data, the researcher uses a pragmatic identity method and pragmatic-competence in equalization techniques. From analysis of the data collected, the researchers found that some the conversations of

the main characters in this film contain ridicule of maxim. Namely 4 maxim quantity data, 4 maxim quality data, 3 maxim of relevance data, and 2 data of maxim of manner.

From the previous researchers above, the researcher decided to conduct this research. The main concern of this present research was the types of flouting maxims that were also similar to the previous researchers. The other similarity found between the present research and the two previous studies was the main used Grice (1975) theory. As for the differences, this present research took the new data source from the movie. Furthermore, this present research aimed to find out the types of maxims that were flouted by the characters in the movie using pragmatics as the approach.

2. 3. Theoretical Framework

This study uses a pragmatic approach in data analysis. The researcher focuses mainly on the flouting of maxims and chooses the principle of cooperation as a pragmatic field to be discussed in this study. The cooperative principle according to Grice (1975) is essential to make the conversation run smoothly. In addition, when the speaker and the hearer try to be cooperative they can avoid the misunderstanding that occurred in the conversation. This present research aimed at finding out the flouting maxim using the Grice (1975) theory of cooperative principle. All of the theory was applied to the movie titled "Persuasion".
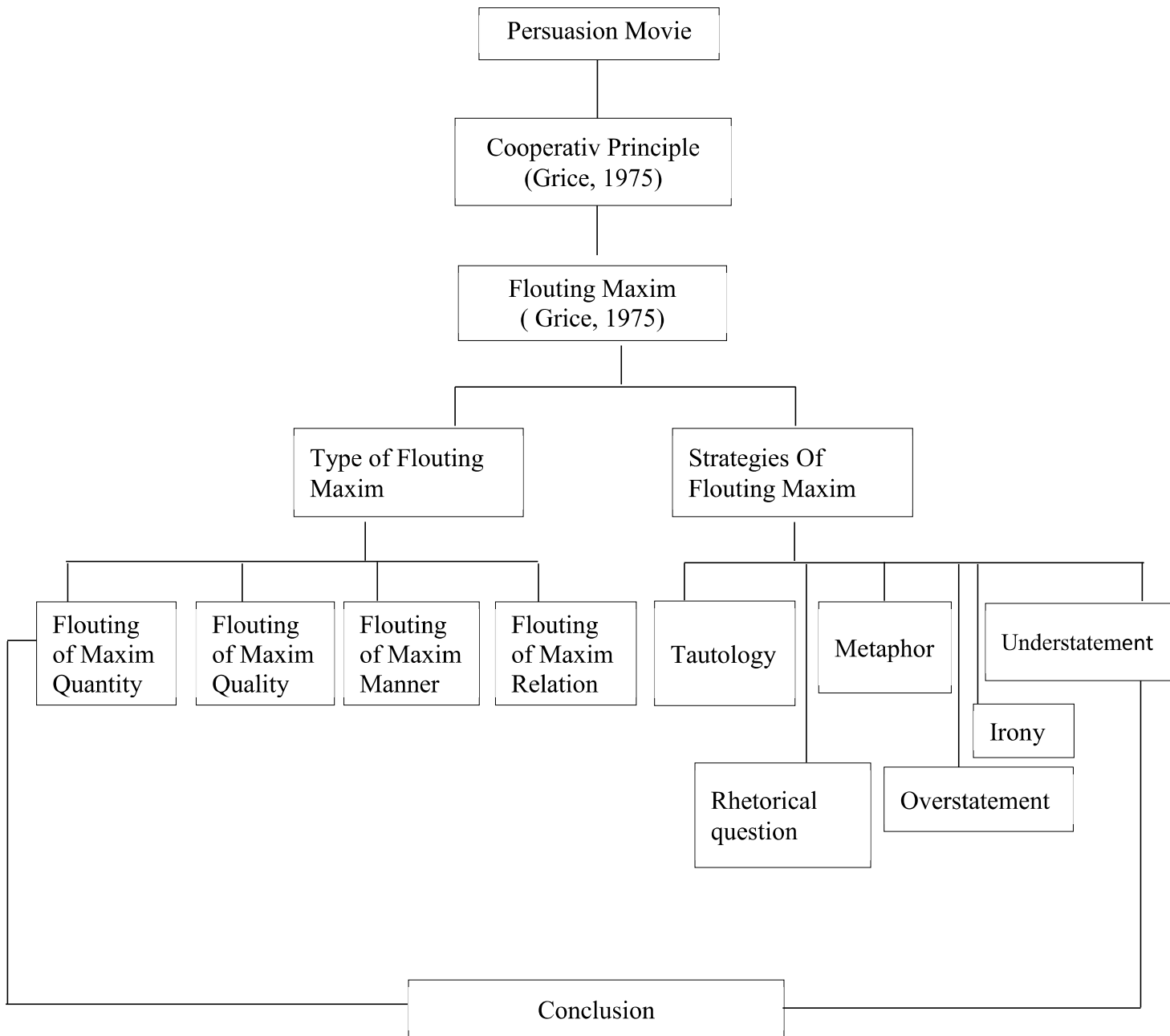
Figure 2. 1 Theoretical Framework