

## **CHAPTER II**

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

This chapter discussed the types of violation maxim theory by (Grice, 1975) and reasons of violation maxim theory by Christoffersen (2005) which serves as the theoretical framework for this research. Several important previous studies are also presented as the research's foundation. Furthermore, the chapter also presents the research framework used in the study.

#### **2.1 Pragmatic**

Pragmatics is a branch of linguistics that focuses on understanding language in use. How language is used in context to convey meaning beyond the literal interpretation of words. Mey (2001) stated that pragmatics study is the situation of human speech used because it is classified by societal context. As stated in the definition, it means context affects how the speaker and hearer understand for each other. It can be concluded that, pragmatic describes the study of the meaning as the context of what the speaker says in conversation and how to understand the meaning in the speaker utterance.

Based on the brief explanation above, pragmatics is a branch of linguistics that defined as the rules of language that study its meaning, Yule (1988) Pragmatics investigates the implied meanings in communication, discerning what is intended beyond literal expression. This relies on shared assumptions and expectations between communicators, revealing how we convey more than just explicit words. Pragmatics is the study of hidden meaning, that is, how to know what was meant

even if when it was not actually said or written. The speaker needs to trust in numerous shared assumptions and expectations during communication. Studying these assumptions and expectations provides insight into how our communication extends beyond explicit statements.

Pragmatics is the science that studies implied meaning in a speech Yule (2010). Pragmatics learn the meaning of an utterance not only based on sentence structure or linguistic elements but also based on the context of an utterance. The context surrounding an utterance has the potential to influence its interpretation. Consequently, speakers need to ensure clarity in their sentences to prevent misinterpretation by listeners. Hence, the context surrounding an utterance holds significant importance in both speaking and writing. While having insight into the context can prevent misunderstandings, it is common for speakers not to explicitly provide or indicate it during communication. This lack of contextual clarity often contributes to persistent misunderstandings in communication.

### **2.1.1 Cooperative Principle**

The cooperation principle is the conversational principle that outlines the implicit expectations that underlie effective communication between speakers and listeners. Proposed by Grice (1975) participants are generally cooperative and work together to achieve a shared communicative goal. The principle of cooperation is a rule that certainly follow by the listener and the speaker. Based this explanation of the cooperative principle. Both speakers and listeners are expected to uphold this principle, ensuring clear communication., Grice (1975) outlined four maxims, or guidelines, that speakers typically follow to ensure successful communication,

namely: maxim of quantity, maxim of quality, maxim of relation and maxim of manner.

#### **2.1.1.1 Maxim of Quantity**

Maxim of quantity is when speakers should provide just enough information to convey their intended message, neither too much nor too little. This maxim encourages speakers to be informative without being overly verbose or withholding crucial details. Depending on Grice (1975). In maxim quantity it should not be too informative or too much information and say how useful it is without too little or too much.

Example :

Marry : “Jane, what do you think if I wear blue dress for Anne wedding?”

Jane : **“I think it is good for you”**

(Widiasih et al., 2022)

In the conversation between Marry and Jane, Marry asked Jane for her opinion on wearing a blue dress to Anne's wedding. Jane responds with "I think it is good for you." Overall, Jane's response aligns with the maxim of quantity by providing a relevant and informative answer without unnecessary elaboration.

#### **2.1.1.2 Maxim of Quality**

Maxim of quality is when a speaker and listener are expected to be truthful in their communication, providing information that they believe to be true. They should avoid making false statements or presenting information that they believe to be untrue. In proportion to Grice (1975) in this maxim, speaker and listener should only say what they believe to be true and have proof of what they say.

Example :

A: How many maxims are there according to Grice?

B: According to the Grice book that I read, there are four maxims in the principle of cooperation.

A: What is a maxim?

B: Maximum quantity, maximal quality, maxim of relevance and maxim of manner (implementation).

(D. A. Putri & Apsari, 2020)

Speakers should be truthful in their communication and provide information that they believe to be true. However, B's response aligns with the maxim of quality by providing truthful information, thereby demonstrating adherence to the principle of cooperation in communication.

### 2.1.1.3 Maxim of Relation

Maxim of relation is speakers should make their contributions relevant to the ongoing conversation or the topic at hand. This maxim encourages speakers to stay on topic and avoid introducing irrelevant or unrelated information. In agreement with Grice (1975) the utterance had to be relevant to the topic under discussion. Being relate at the moment of the speech is an important rule.

Example :

Mother : “Ani, there is a calling for you”

Ani : **“Wait a second mom I’m still at the back”**

(Sidabutar, 2024)

In the conversation between Mother and Ani, Mother informs Ani that there is a call for her, to which Ani responds that she is still at the back and needs a moment. Therefore, the conversation demonstrates adherence to the maxim of relation by ensuring that the contributions made by both Mother and Ani are relevant to the immediate context and purpose of the interaction.

#### **2.1.1.4 Maxim of Manner**

Maxim of manner is when speakers should express themselves in a clear, concise, and unambiguous manner. They should avoid using language that is obscure, vague, or overly complex, as this can hinder comprehension. In concert with Grice (1975) each participant contributing to the conversation should not be ambiguous, vague or disorganized. In this maxim, the participant must direct in a natural way.

Example :

Salva : “Did you enjoy the party last night?”  
 Kayla : “**Yes last night was so much fun**”

(Sari et al., 2019)

In the conversation between Salva and Kayla, Salva asks Kayla if she enjoyed the party, and Kayla responds positively, saying it was fun. Overall, the conversation demonstrates adherence to the maxim of manner by ensuring that the contributions made by both Salva and Kayla are expressed clearly and without unnecessary complexity, thereby facilitating effective communication.

#### **2.1.2 Violation Maxim**

The violation of the maxims occurs when individuals fail to adhere to these principles, preventing the listener from obtaining accurate information. Violation of a maxim occurs when a speaker deliberately breaks one of the four maxims (quantity, quality, relation, or manner). This means that the speaker intentionally deviates from the expected norms of communication for various reasons. Essentially, individuals are deemed to violate the maxims when they disregard

them, potentially with the intention of deceiving the listener, which may involve lying. According to Grice (1975) stated that breaking a maxim means ignoring it, assuming your listeners do not notice that the maxim has been violated. In line with Grice (1975) it is stated that also the violation of the maxims is followed by four types; it violates the maxim of quantity, violates the maxim of quality, violates the maxim of relation, and also violates the maxim of manner. All types of maxims violations are explained below.

### **2.1.2.1 Violation the Maxim of Quantity**

Violating the Maxim of Quantity occurs when a speaker provides an insufficient or excessive amount of information in a conversation, deviating from what is expected for effective communication. In concert with Grice (1975) by violating the maxim of quantity, the speaker does not provide necessary or sufficient information to the listener, because the speaker is attempting to deceive the listener.

Example :

Lecturer: "Did you submit proposals on time?"

Student: "I just got home from the hospital. These days I have been busy taking my mother to the doctor."

(Putri & Winarta, 2021)

In this conversation between the lecturer and the student, this over-informative response violates the maxim of quantity by providing more information than necessary for the context of the conversation. The student's response could have been more concise and focused solely on addressing the question about the submission of proposals, which is a violation of the maxim of quantity.

### **2.1.2.2 Violation the Maxim of Quality**

The Violating the maxim of quality definition is providing incorrect information or not conveying information honestly. Violating the maxim of quality occurs when a speaker provides information that they believe to be false or lacks evidence to support, knowingly misleading the listener. This violation undermines the trust and credibility in communication. In line with Grice (1975) violating the maxim involves intentionally giving false or misleading information, which contradicts the principles of providing accurate and honest communication.

Example :

Lecturer: Show me the proposal I will examine today!  
 Student: The proposal is under revision sir.

(Putri & Winarta, 2021)

This violates the maxim of quality because the student's response may mislead the lecturer into believing that the proposal is in a state ready for examination when, in fact, it is not. The student's response does not provide accurate information about the current status of the proposal, potentially leading to a misunderstanding or misinterpretation by the lecturer.

### **2.1.2.3 Violation the Maxim of Relation**

Violates the maxim of relation is a maxim that occurs when the speaker fails to answer a question relevant to the topic of the conversation. Violation of the relationship maxim occurs when the answer is off topic. The purpose is to distract the listener and change the topic of the conversation, because the definition of maximum relation must be relevant. in assent with Grice (1975) the maxim of

relation is violated when a speaker does not provide a pertinent response to a question or topic in the conversation, diverting the discussion to an unrelated area, as the maxim of relation emphasizes relevance in communication. The following is an example of a violation of the maxims of relation.

Example :

Luke: That's interesting. Why Finnish?  
Rebecca : What's behind you?

(Sari et al., 2019)

In this conversation, Rebecca's response "What's behind you?" violates the maxim of relation because it is not relevant to Luke's question about why Finnish is of interest. Instead of addressing Luke's query, Rebecca abruptly changes the topic by asking about something unrelated

#### **2.1.2.4 Violation the Maxim of Manner**

The maxim of manner relates to how speakers convey their opinions clearly, regularly and concisely. This suggests that speakers avoid ambiguity, express concisely and regularly, and use language that is easy to understand. Violation of this maxim can lead to misunderstanding or confusion in communication. as directed by Grice (1975) violation of the maxim of manner occurs when the listener answers questions with not clear answers. The maxim of manner is that any participant taking part in a conversation should not be ambiguous or disguised.

Example :

Rebecca : Am I fired?  
Luke : Get your coat.

(Sari et al., 2019)



In this conversation, Luke's response "Get your coat" violates the maxim of manner in Grice's cooperative principle. The maxim of manner emphasizes clarity, conciseness, and avoiding ambiguity in communication. Luke's response is abrupt and lacks the necessary clarity expected in a professional or sensitive conversation about employment status.

### **2.1.3 Reason of Violating maxims**

Speakers who violate the Cooperative Principles do not provide enough information to mislead listeners on purpose misinformation. As Grice (1975) previously mentioned, violating a maxim involves disregarding it with the assumption that the listeners not perceive the breach or realize that the principle has been violated. In such instances, the speaker intentionally avoids providing complete information or clarity, possibly to manipulate or mislead the listeners or to withhold certain details for personal reasons. In this research, the researcher connected the reasons for violating the maxims with Christoffersen (2005) theory, which identified 8 reasons why the speaker violated the maxims.

#### **2.1.3.1 Hide the truth**

Speakers intentionally hide or distort information to hide the truth. This may be motivated by a desire to protect oneself or others from negative consequences, preserve privacy, or commit fraud for personal gain.

Example : (John covers his real age to his sister's friend whom he met  
at the party by telling her that they have the same age)

A : I am twenty years old, and how old are you?

B : Exactly the same.

Tupan & Natalia (2008)

### 2.1.3.2 Save face

People frequently break rules to defend their own or others' dignity or reputation. This might entail downplaying one's own faults or inadequacies, or abstaining from disclosing humiliating facts about oneself or others.

Example: (Ann covers herself for being shoplifter in front of people)

A : What is in your bag? I think our bracelet is in it

B : I – I do not know what you are talking about. I do not have any bracelet. That alarm must be wrong.

Tupan & Natalia (2008)

### 2.1.3.3 Feel jealous about something

Jealousy can cause individuals to violate principles by making insults statements about others, spreading rumors or gossip, or intentionally withholding praise or recognition in order to undermine or reduce another person's success or happiness.

Example: (Cindy lies to Jane that she doesn't know Jim, the new student. Cindy actually likes him.)

A : I know you talked to Jim, this morning. He is awesome. What do you think about him?

B : I don't know what you are talking about.

Tupan & Natalia (2008)

### 2.1.3.4 Satisfying the hearer

Speakers may violate maxims to satisfy the desires or preferences of their audience. This can involve exaggerating or embellishing information, lying to make someone feel better, or providing information they think the listener wants to hear, rather than information that is actually true.

Example: (A conversation between a mother and her son)

A : Mom, how was I born?

B : Uhm... because God loves you so He sends you to me as a gift  
Tupan & Natalia (2008)

### **2.1.3.5 Cheer the hearer**

Speakers may violate maxims to boost the morale or mood of their audience.

This could involve offering unwarranted praise, making optimistic but unrealistic statements, or providing reassurance even when it contradicts the facts.

Example: (a wife asks her husband whether she looks OK with the  
purple blouse or not. Her husband who hates purple, cheers  
his wife by giving an answer that is expected by his wife)

A : Honey, does this color nice?

B : Of course sweetheart, you look gorgeous.

Tupan & Natalia (2008)

### **2.1.3.6 Avoiding to hurt the hearer**

Speaker may intentionally violate a maxim to avoid emotional harm or discomfort to his audience. This can include covering up bad news, or hiding bitter truths to avoid someone's feelings.

Example: (a mother of three years old boy wants to protect his son by  
telling that his father has gone overseas rather than saying  
that he died)

A : Mummy, where is Daddy?

B : Daddy has gone overseas because he wants to buy some toys for  
you

Tupan & Natalia (2008)

### **2.1.3.7 Building one's belief**

Violating maxims can be a strategy for influencing the beliefs or perceptions of others. This might involve selectively presenting information or framing

arguments in a way that supports one's own viewpoint while downplaying or omitting contradictory evidence.

Example: (Joan asks her boyfriend whether he still remembers his ex girlfriend or not. Her boyfriend lies to her and makes her believe 100%)

A : I wonder if you are still in love with your ex.

B : Of course not darling, you know you are the one in my heart.  
(Fact: he is still in love with his ex)

A : But how come you still keep her photo in your wallet?

B : That is not her; she is my cousin who looks like her.  
(Fact: that's his ex's photo)

Tupan & Natalia (2008)

### **2.1.3.8 Convincing the hearer**

Speaker may break a maxim to persuade or convince his audience of a particular idea or action. This may involve the use of rhetorical devices, logical fallacies, or other persuasive techniques to manipulate the listener's understanding or opinion on a particular topic.

Example: (a part time clerk asks his friend to take his shift, but his friend refuses by creating a good reason)

A : Can you take my shift tonight?

B : I wish I could, but I have to take my daughter to the dentist.

Tupan & Natalia (2008)

## **2.2 Previous Study**

Herman & Marlina (2020) find out violation of the maxim of quantity performed by character. The method used in this research was descriptive qualitative analysis. Data were collected from the characters utterances. The researchers used the Cooperative Principles from Grice (1975) theory. The results

of this study indicated that all the characters of the maxim of quantity violation are 18 times, with different categories of violations. The most dominant category of violation of the maxim of quantity is when the speaker talked too much and contributed too little in the conversation (55%). Other categories of maxim of quantity violation were uninformative (27%) and Civilization (16%).

Albiansyah & Hidayat (2021) find out the phenomenon of maxim violation committed by the main character. This type of research was descriptive qualitative. The technique used to collect the data was note taking technique. The researchers used the Cooperative Principles from Grice (1975) theory. The findings showed that the main character committed all four types of maxim violation. The highest maxim violations found were maxim quantity and maxim quality. Certain utterances were conveyed when the main character of this short film is considered capable of conveyed a message to the listener, gave astonishment, pay attention, and avoid problem.

Febriyani & Rachmijati (2021) the purpose of this research intended to examine the violations of conversational maxims in the "Jurnalrisa" episode named "Tanyarisa #11 - SPESIAL PETER CS". To achieve this goal, a descriptive qualitative method was taken. The investigation examined the nature of these violations using Grice (1975) maxims theory. The research identified three major categories of maxim violations: 50% of the examples violated the quantity maxim, 40% violated the relevance maxim, and 10% violated the manner maxim. Notably, the leading form of violation was quantity, indicating a tendency among speakers to suppress information. These violations often happened when speakers introduced

uncertainty, delivered cryptic responses, or exaggerated/reduced information, weakening the conversation's informative nature.

Raihana and Saragih (2022) finding out types of violation maxims and to explain reason of violation maxim. The researchers used the Cooperative Principles from Grice (1975) theory. This research was conducted by qualitative design. The data were utterances of main characters which were violated. The finding of the data showed five types of violation maxim, such as violation maxim of quantity, violation maxim of quality, violation maxim of relation, violation maxim of manner, and violation maxim of combination. The most dominant type of violation maxim was violation maxim of quantity. The lowest violation maxim was violation maxim of combination. It influenced by much information than is required, so that it causes bad communication for listener

Widiasih & Ayomi (2022) find out the types of maxim violation and the context of the situation in the film. The researchers used the Cooperative Principles from Grice (1975) theory. This study used qualitative descriptive method in analyzing the data. The results showed that the types of maxim violations found in the film were 24 data. The findings showed that the most dominant violation of maxims used by the characters is the violation of maxim quality.

Ningsih & Ambalegin (2022) find out the maxim that were violated in the film. Grice (1989) theory was used in this study to identify the types of maxim violation. The descriptive qualitative method was used in this study. There were several findings, including seven quantity maxims, three quality maxims, four

relevance maxims, and four manner maxims. The quality maxim was the less violated.

Wulandari et al., (2022) this study focused on two basic questions: first, an evaluation of the maxims violated by the main characters in the film "The Age of Adaline," and an investigation of the motives behind these violations. The research used a qualitative method based on Grice (1975) maxim theory. This research found 19 instances of dialogue in which the main protagonists violated several maxims. Notably, the maxim of quantity was regularly violated, with prominent characters frequently delivering too much information during interactions. The reasons for violating the maxims included preserving face, safeguarding the response, avoiding the topic, appeasing the interlocutors, conveying self-interest, and deceiving rivals. It was also discovered that the major characters regularly disregarded the maxim to avoid debate since they disliked certain themes such as identity and employment, resulting in misconceptions among the key characters. The main character frequently utilizes avoiding the debate because in *The Age of Adaline*, the main character wanted to avoid her actual identity to avoid things that would make her identity known to everyone.

Dewi & Ariyaningsih (2023) the purpose of this study was to determine the most common sort of conversational maxim violation encountered by the main character in the film "Shang-Chi and the Legend of the Ten Rings". To evaluate four forms of conversational maxim violation, the study used Grice (1975) theory, which was backed by Cutting's theory. This research was conducted using the descriptive qualitative technique. The analysis discovered that the maxim of

amount was the most common sort of violation, appearing six times and accounting for 40% of all violations. Following that, the violation of the quality maxim became the second most common infraction, accounting for four (26.6%) occurrences. In addition, the maxim of relation was violated three times (20%). The main character broke the maxim of manners twice (13.4%), making it the film's least prevalent offense. The data led to the conclusion that the most common occurrence in the film was a breach of the quantity

Arbain et al., (2023) this study examined the maxim violations uttered by characters in the 2022 animation film "Puss in Boots: The Last Wish". Utilizing a qualitative research method, the analysis followed Grice (1975) Cooperation Principle, which includes Grice's Maxims and their violations. The investigation found 51 instances of maxim violations in the characters' conversation. They were categorized as violations of the following maxims: 21 utterances can be classified as maxim quality violations and 16 as maxim quantity violations, 7 as manner violations, and 6 as relevance violations. This research shows that the quality maxim was the most frequently violated of the four found in this film.

Khasanah et al., (2024) the purpose of this study was to identify and explain the different violations of the principle of collaboration in talks depicted in the content of "Lost Youth: Butchering Cheetahs So That Cheetahs Will Ride in the Afterlife". By applying qualitative descriptive method, the study investigated the nature of these violations. This research utilized the theory of Grice (1975) maxim theory. The findings revealed a majority of violations involving the maxim of quantity, with 10 cases observed. Furthermore, there were four violations of the



quality maxim, five violations of the manner maxim, and no violations of the relevance maxim. These findings give light on the patterns and characteristics of non-compliant communication in the content, revealing how conversational norms are questioned or ignored in the represented encounters.

Based the research showed above. Then, there are similarity and difference between those research and present research. All studies used as previous studies had similarity in the use of theory of Grice (1975). The difference between the previous researched with this present research was in the source of the data. In this present research the researcher used talk show as the data source.

### **2.3 Theoretical Framework**

This research uses a pragmatic approach to data analysis. The researcher chose cooperative principles as the scope of pragmatics to be discusses in this research, and the researcher focus only on the violation of maxims. The data from this research would be analyzed and classified into types of maxim violations given by Grice (1975) also the reason for violating the maximum given by Christoffersen (2005) Both theories are applied in researching the violation maxim evidence in talk show “Little Big Shot”.

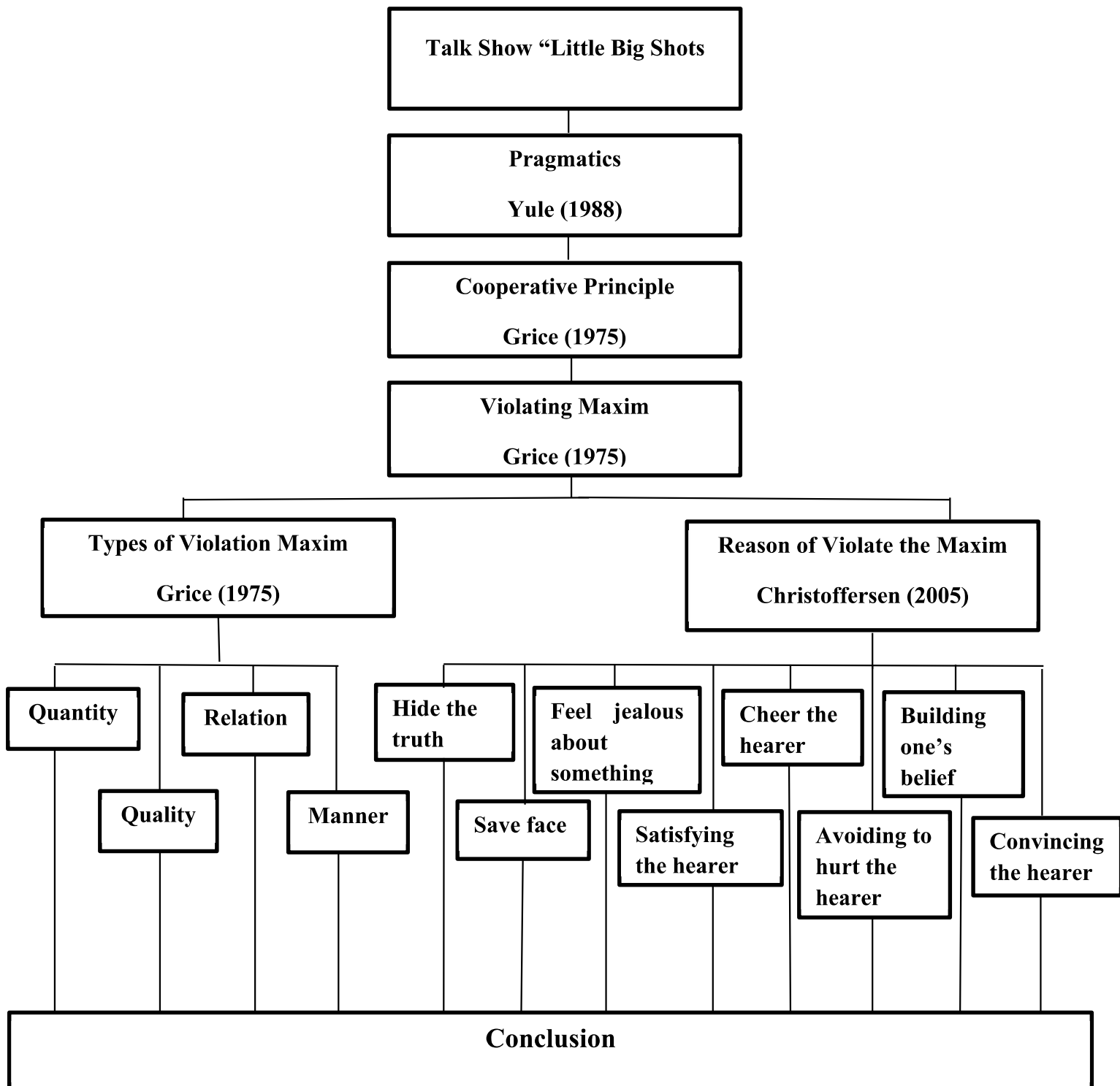


Figure 2.1 Theoretical Framework