CHAPTER II

REVIEW OF RELATED LITERATURES AND THEORETICAL

FRAMEWORK

2.1 Pragmatics

In compose the research, the researcher uses pragmatic approach. In order to comprehend the meaning of pragmatic, it is better to know the definition of pragmatic. Yule (2005) stated that pragmatics is the study of the meaning of language usually implied based on the context in the language itself. Based on the quote that has been described by Yule (2005). It is concluded that the meaning of language can be known from its context.

Based on the quotes that has been described by Yule (2005), it is concluded that pragmatic is the study of meaning which deals with context. It is different with semantic which discusses only about meaning as what have been explained, the researcher analyzed the meaning of utterances based on its context. The definition also agreed by Birner (2013) which stated that pragmatics may be roughly defined as the study of language use in context. Moreover, even Levinson (1983) has the same idea about the definition of pragmatics, Levinson (1983) defined the pragmatics that pragmatic is the study of those relations between language and context that are grammaticalized, or encoded in the structure of a language. The two definitions from Birner (2012) and Yule (2005) has supported theory about pragmatics that pragmatics is the study of language that needs context to understand the whole meaning.

Pragmatic is in this research since the topic of the problem is flouting maxim. In flouting maxim, to understand the meaning in the utterance it is needed a context. The meaning is known by understanding the context of the utterances. As it is known that pragmatic affects the cooperative principle and in cooperative that the contribution in conversation should be as required as it is. It needs context and the meaning understanding in cooperative principle. If the meaning understanding is not fulfilled, it causes flouting maxim. That is the reason pragmatic is needed in this research. In this theory, it is obviously explained that pragmatic focuses on the context. By doing this research, the researcher focuses to the utterances depend on its context.

2.1.1 Context

In the pragmatic, there is a context. Context is important for pragmatic. It is known that context refers to the situation giving to the discourse and within which the discourse is embedded. Context affects the function of pragmatic. Context can be defined as the situation in conversation which occurred in pragmatic. As Yule (As cited in Aziz, Mustafa & et al., 2019) said that in the conversation can be understood not only by knowing the meaning of words but also from the speaker's means.

2.1.2 Cooperative Principle

In order to have well conversation, the utterances must be spoken as appropriate as required. This theory is called as cooperative principle proposed by Grice (1975). According to Grice (as cited in Birner, 2012) make your conversational 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. It can be assumed that cooperative principle leads people to talk cooperatively and make the contribution of conversation as required as possible. As written in the cooperative principle, Grice (1975) proposed four maxims in cooperative principle. Each of them has different types and function. These four maxims in cooperative principle are maxim of quality, quantity, relation, and manner.

A. Maxim of Quantity

Grice (as cited in Birner, 2012) stated that make your contribution as informative as is required for the current purposes of the exchange and also do not make your contribution more informative than is required

Example:

Ben : What is it Kate?

Kate : It is a gift

By the example above, Kate gives the straight forward answer "gift" without unnecessary detail that will cause ambiguity. The contribution of speaker in here, must be informative. The answer must satisfied hearer.

B. Maxim of Quality

The second maxim in cooperative principle is maxim of quality. For maxim of quality, Grice (1989) implied that do not say what you believe to be false and do not say that for which you lack adequate evidence.

Example:

Hinata : Where is Putera Batam University?

Temari : It is in Tembesi.

By seeing the answer given by Temari, it is known that Temari gives the real answer and it is true that Putera Batam University is in Tembesi. In maxim of quality, the information given is what we believe to be true. As what have been explained that in this maxim, the quality of information that is given is the guarantee of quality of the information.

C. Maxim of Relation

In the maxim of relation, ice explained that make your contribution relevant. It means that the term relation or relevance is appropriate because it related the utterances with another context.

Example:

Lee   : When did James leave the class?

Sarah   : He left at 3 p.m

In the answer above, Sarah gives the answer which has relationship with the current question. The question asked by Lee and the answer given by Sarah has relevance.

D. Maxim of Manner

The last maxim in cooperative principle is maxim of manner, Grice (1975) explains that avoid obscurity of expression, avoid ambiguity, be brief (avoid unnecessary prolixity), and be orderly

Example:

Tiffany : Who put calendar in this table.

Jessica : It is Nina.

2.1.3 Types of Flouting Maxim

By seeing the cooperative principle, it is known that cooperative principle leads people to speak informatively and accurately. Speaking by ignoring the cooperative principle causes the flouting maxim. It means that, in conversation speaking through obey the cooperative principle is important. If the maxim cannot be fulfilled, it leads to flouting maxim.

A. Flouting Maxim of Quantity

It is called as flouting maxim of quantity if the speaker gives too much information to hearer which considers as not informative in conversation.

Example:

Dina : Where is Lia?

Santi : She is in the room beside yellow room with Jade.

As can be seen, that Santi has flouted maxim of quantity. Santi gives too much information. By giving too much information, Dina can get confused about the existence of Lia.

B. Flouting Maxim of Quality

Flouting maxim of quality considers as giving information what we believes to be false.

Example:

William : Montigo resort is in Nongsa, isn't it, sir?

Teacher : It is in Bengkong, I suppose

It is obviously that the teacher has not given what he believes to be true. He is lack of adequate evidence.

C. Flouting Maxim of Relation

Flouting maxim of relation happens when the speaker gives irrelevance response to the hearer.

Example:

Niall   : What do you think about this car?

Louis   : The owner is a sporty person.

Louis gives the irrelevance answer which has nothing to do to the Niall's question. It assumes that Louis has flouted maxim of relation.

D. Flouting Maxim of Manner

It happens when someone finds out that the information is quite ambiguous and has unnecessary prolixity as Birner explained (as cited in Saragih & Johan (2020).

Example:

Nur acted in new drama in the school. Vina wondered that the drama was the same with previous or not.

Vina: Is it the same drama you played with previous drama?

Nur: It is the same but a little bit different and different with the drama before.

Nur flouted maxim of manner since Nur gave ambiguity in the utterance.

2.1.4 Strategy of Flouting Maxim

The strategy used in this research applied the theory from Grundy (2000). The theory is proposed from the rhetorical strategies which used in the cooperative principles.

A. Overstatement

The strategy which is used in the flouting maxim of quantity. This strategy is categorized as one of strategies. Another term of this topic is exaggeration in which happened when speaker exaggerates utterances or in another words saying more than what it is required. Moreover, this term is also can be known as the hyperbole. Hyperbole also known as the exaggeration in which exaggerates the topic.

Example:

Maria: I want to buy a cake. Do you want it too?

Zakia: Oh my gosh. I want it too. I'm too hungry that I can eat an elephant.

Based on the conversation, Zakia has flouted maxim of quantity by using the strategy from overstatement. Zakia answer is the example of hyperbolic statement which exaggerates the situation in which can be known that elephant is really big that human cannot eat.

B. Understatement

This strategy is opposite strategy from overstatement. Understatement is the strategy of flouting maxim in which in here the speaker says less information. In here the speaker also gives less information than what the hearer needs.

C. Metaphor

Metaphor is one of strategy which is used in flouted maxim of quality. Metaphor is used in referring into something which has the same

characteristic in literary way. Relation of metaphoric expression and the literal expression also exist. In cutting statement, cutting has added that in flouted maxim of quality was also by adding metaphor. In which in here metaphor can add the idea in producing utterances.

Example:

Lasma: Honey, in your eyes, what kind of woman am I?

Fadli: You're like a sugar in the coffee.

In the conversation, it obviously Fadli has flouted maxim of quality in the strategy from metaphor. It is obviously known that Lasma does not look like a sugar since she is a human. The metaphor of Fadli answer is obviously wrong information that given by Fadli.

D. Rhetorical question

This is a type of question in the figurative language. In which in here it is the strategy where the question is used as the statement for not answering the question. This type of question also does not require the answer.

Example:

Wulan: Did you come to Gaela's party?

Abel: Did she really celebrate it, what a shame?

Abel has used the strategy of rhetorical question in answering Wulan's question. In here Abel flouted maxim of relation by giving unrelated answer which Abel gives the rhetorical question toward Wulan's question. In which Abel did not the real answer from her question but only wants to response Wulan question.

E. Irony

Irony is the strategy in flouting of maxim in which it can be defined as the expression in saying the opposite of the speaker thought. Irony is the polite expression which telling the good or nice utterances however it is untruthful.

Example:

Siska: What do you think about my dress?

Heri: It looks really beautiful. (the truth is not)

Heri has applied the strategy of irony in flouted maxim in answering Siska by saying nice words however giving untruthful utterance.

F. Tautology

Tautology is an example of the flouting maxim of Gricean maxim which is the repeated answer without the clear meaning. In which, in the utterance has been said the same and repeated.

2.2 Previous Research

In this previous research, researcher shows some kinds of previous research as an evidence that there are some research that has been become the reference for the next research. The first, International from Zaman Fadhly (2012). This journal analyzed the different kind of data as what the researcher analyzed to, that is interview from SBY. The research conducts the types of maxim that has been flouted by SBY and the function of maxim. By showing these previous researches, these can be known that the things which make different with these two are that author started to analyze flouting Maxim by analyzing the Maxim that flouted and the reason it is flouted.

The second journal is from Siegel (2015). The purpose of this research was to investigate the effect of flouting maxim of quality in SDR speaker. The data was taken from the SDR speaker. This research used Grice theory. The result of this research is that Grice's flouting maxim of quality involved in the research.

The third research is Affifatusholihah & Setyawan (2016). The aim of this research was to find the types of maxims flouted and how maxims were flouted. This research applied Grice theory. The data used in this data was from flouting maxim of the show entitled Sherlock TV series season 1. The results of this research were flouting maxim happened when someone said irrelevant, lied and hiding the truth, the information given was more informative than required, and saying something that cause ambiguity.

The fourth research is Vergis (2017). The purpose of this study was to find the interaction of flouting maxim of quality and the concerns of face. The result of this research was that there was robust effect occurred in flouting of maxim of
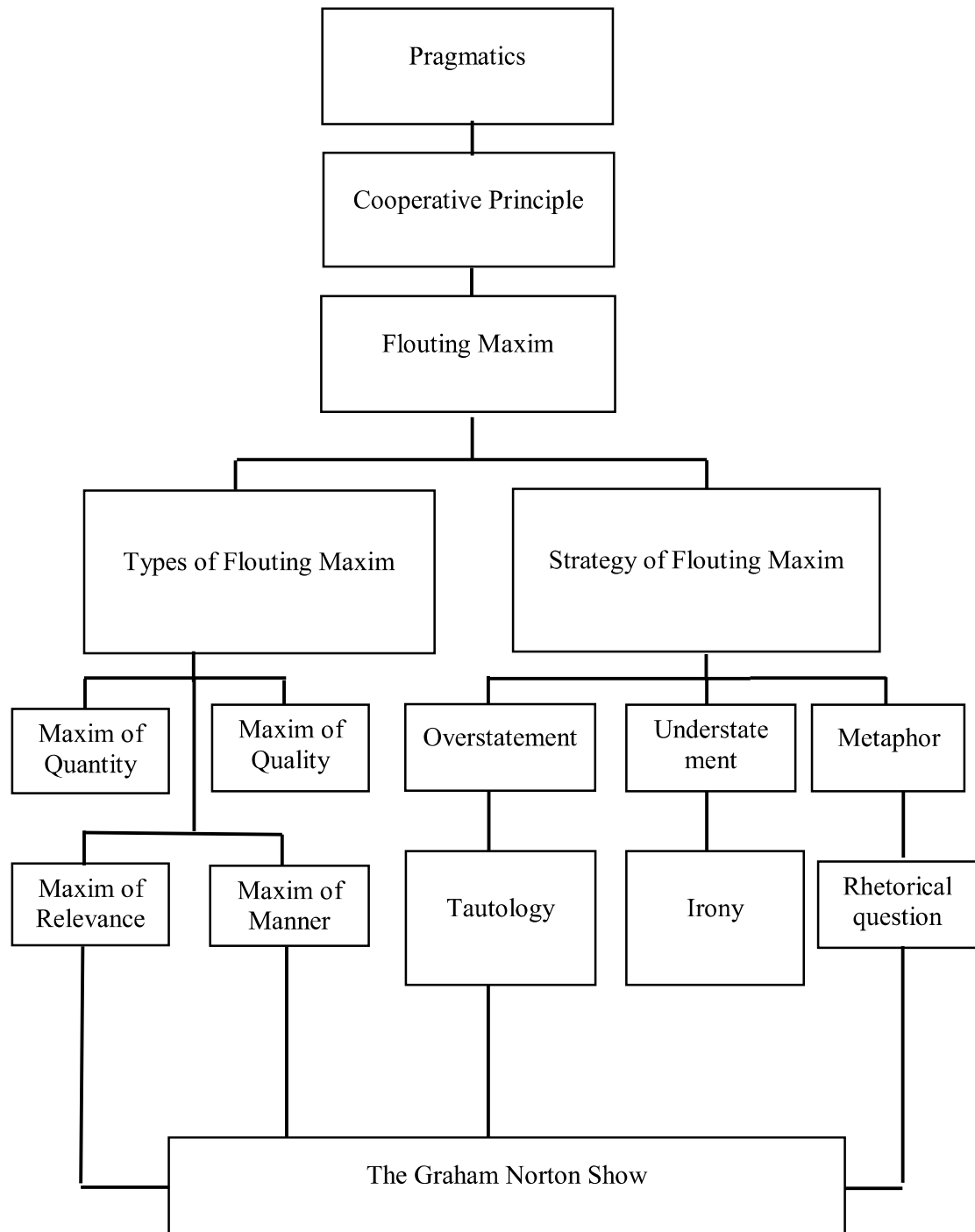
Quality on all aspects from speaker's meaning in the prediction of direction and and with listener reactions.

The fifth journal is Ibrahim, Arifin & et al (2018) . The purpose of this research is to focus to the maxims that were flouted. The theory used in this research was from Grice theory. Se7en movie is the data that used in this research. The result of this research is Solomon has showed four of flouting maxim along reason of flouting maxim.

The sixth previous study Fitri & Qodriani (2019). The purpose of this study was find the types and the function of flouting maxim in Divergent Novel. This research used Grice theory. The source of this data was the novel entitled Divergent. The result of this theory is that there are 12 flouting maxim of quantity, flouting maxim of quality for 2 times, and flouting maxim of relevance for 7 times. For the functions, in the flouting maxim of quantity there was to explain more about the topic. For the function of flouting maxim of quality, there was to show panic, and for the functions of flouting maxim of relevance was to change the topic and avoiding about something.

The last research comes from the research is Lestari (2019). This research was conducted to investigate the types and reason of flouting maxim. Just as the same as the previous research, this research also used Grice theory. The data was from the movie entitled Home Alone 2 "Lost in New York". The result of this research was that there were four types of flouting maxim in the movie. For the reasons of flouting maxim that there were competitive, collaborative, convivial, and conflictive reason.

2.3 **Theoretical Framework**

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                    │       Pragmatics        │
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                    │   Cooperative Principle  │
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Types of Flouting Maxim	Strategy of Flouting Maxim

Maxim of Quantity	Maxim of Quality		Overstatement	Understate ment	Metaphor

Maxim of Relevance	Maxim of Manner		Tautology	Irony	Rhetorical question

The Graham Norton Show

The theoretical framework above was made to make it easy in reading this

research. The research starts from pragmatics which the branch of this study. Above

the pragmatics, there is cooperative principle. Below the cooperative principle, there is flouting maxim which is the topic of this research. The flouting of the maxim is also divided into some types and the strategy.