CHAPTER II

REVIEW OF THE RELATED LITERATURE

2.1. Pragmatics

Pragmatics is a linguistics branch that deals with the use of language in social contexts and how meanings can be produced and understood through language. Pragmatics is defined as contextual language study (Birner, 2012). Pragmatics is therefore concerned with the meaning of a speaker in a specified context and how the context effects what is said. This linguistics branch is about how a speaker utilizes language, and what a speaker means.

Yule (1996) explains that pragmatics is the study of how listeners can make inferences about what is being said to achieve an understanding of the speakers' intended meaning. Through pragmatics, their assumptions, their purposes, and the kinds of actions they do when they speak, people can know the intended meanings of other people. According to Yule (1996), pragmatics is the study of the contextual meaning of the speaker, how people can communicate more than what is said, and the study of connected distance expression.

There is a wide range of pragmatics. In its study, Pragmatics has some fields, i.e. deixis, speech acts, cooperative principle, and conversational implicature. Birner (2012) states that the term deixis is used to indicate certain contexts by using a linguistic expression. In other words, the use of deixis is to refer to something depends

on the context of the speaker. While speech acts as eight other topics, it is believed that it is an actionable word (Yule, 1996). The acts that are performed can be statements, promises, requests, or commands. Then, Grice (1975) coined the Cooperative Principle for the first time. Yule (1996) adds that there will be cooperation between people involved in a conversation. There are several principles called maxims related to humor. Raskin (1985) argues that a fundamental assumption of the following remarks is that many humors involve breaking one or more of the sub-principles that would be discussed later. And in relation of that, conversational implicature is something more deeply meant, implied, or suggested from what is said (Yule, 1996). It is mostly about the utterance of a speaker that can be understood through context-based interpretation of the meaning.

2.2. Cooperative Principles

Grice (1975) states that when people communicate, they assume, and without realizing it, they will cooperate in conversation. According to Grice (1975), in the forms of maxims that are the same as rules, this cooperative conversation can be achieved. Grice (1975) adds that these set of assumptions can guide people to formulate in an effective conversation and effective use of language. The guidelines called maxims are formed in four basic conversation maxims which together express a general principle of cooperation. A speaker and listener must therefore fulfill cooperative principles consisting of four maxims in order to achieve effective communication: quality, quantity, relation, and manner.

2.2.1. Maxim of Quality

Maxim of quality requires the speaker to be honest and not say anything that he or she believes to be false or lack of evidence (Grice, 1975). For example:

A: What is the capital of Australia?

B: Canberra

Speaker B observes the maxim of quality in the interaction because the speaker tells the truth that Australia's capital is Canberra.

2.2.2. Maxim of Quantity

Ones who offer too little information risk their hearers being unable to identify what they're talking about because they're not explicit/ clear enough; those who give more information than the hearers need risk boredom. Therefore, maxim of quantity requires a speaker to provide the correct/right amount of information (Grice, 1975). For example:

A: Hi, what would you like?

B: A glass of hot tea, thanks.

Speaker B observes maxim of quantity in the interaction because the speaker provides the right amount of required information.

2.2.3. Maxim of Relation

To say something relevant about the context and what has already been said is required in this maxim (Grice, 1975). The example is in the following sentence "Now I mentioned yesterday that we had promised to go watching movie with Anna." The

speaker observes maxim of relation because, by uttering I mentioned yesterday, he points to what was said before.

2.2.4. Maxim of Manner

To explain things in an orderly and clear manner, avoiding both ambiguity and obscurity is required in this maxim (Grice, 1975). It is illustrated in the following sentence "I opened the door and take a big step forward". Maxim of manner is observed in the example as the speaker presents the events in an orderly manner.

2.3. Conversational Implicature

In a conversation, a sentence may or may not have more than one meaning. To able to identify the meaning of the sentences, ones have to know the knowledge of the utterance circumstances (context). According to Grice (1975), a maxim may intentionally be flouted by the speaker with the intention to create conversational implicature. For example,

1.   *war is war* or *women are women*

The two utterances above are flouting the maxim of quantity. The utterances are being noninformative as they are not explicit/ clear enough. The utterances of course are informative depending on ones' ability to identify the implicated.

2.   *you are the stars to my sky*

The utterance above is flouting maxim of quality. The utterance uses one of the figurative languages, which is metaphor. According to Abrams & Harpham (2009), metaphor is a word or expression to compare two different things without emphasizing

the comparison. The speaker tries to compare/ show the resemblance of some features from the mentioned substances to be more/ less fanciful.

3.   A: Didn't you wear that outfit last week, B?

    silent

    B: *A, I think Mr. Holmes is looking for you.*

The utterance said by B is violating the maxim of relation. What was said by A is disrespectful and B intentionally to say something not relevant or out of context to politely let A know that he/ she is being disrespectful and B doesn't want to talk about it.

4.   I don't like how she makes the sound of a word or part of a word in a particular way.

The utterance above is violating the maxim of manner. It fails to keep the information brief. The speaker could just say "I don't like how she pronounces things" or " I don't like her accent" but the speaker intentionally flouting the maxim just to emphasize how much the speaker dislike her pronunciation.

According to Grice (1975), there are two types of conversational implicature: generalized conversational implicature and particularized conversational implicature.

2.3.1. Generalized conversational implicature

According to Grice (1975), generalized conversational implicature occurs without depending on the particular feature that found in the context. In other words, generalized conversational implicature does not require special or particular

knowledge to able to understand the meaning of the utterances. It usually involved the expressed proposition. For example, *Mr. Robinson is going to meet a woman this evening.* From the utterance, we understand that Mr. Robinson will meet a woman other than Mr. Robinson's wife, mother, or sister. Perhaps Mr. Robinson will meet a client or a friend as there is no specific detail about the woman. Another example is *I saw Mr. Robinson walking into a house.* The house entered by Mr. Robinson could be anyone's house and normally the hearer will be surprised if it is Mr. Robinson's house. The linguistic phenomena can easily build by using a noun that is general, not specific, or unknown (indefinite article). Another example that doesn't involved indefinite article,

> Cindy: Did you tell Barbara and Lennon?

> Max: I told Lennon.

The utterance that said by Max implicate that he only told Lennon and not Barbara.

2.3.2. Particularized conversational implicature

According to Grice (1975), particularized conversational implicature depends on the particular feature that found in the context to able to understand the utterances. For example,

> A: What happened to my couch? And why there are tissue everywhere?

> B: I don't see any of your dogs.

The utterance that said by B is flouting the maxim of relation in order to create conversational implicature. The utterance implicates that B suspect A's dogs to be the cause of the mess that happened in A's place. Without the context, the utterance that said by B wouldn't be understood.

2.4. Figurative Language

According to Abrams & Harpham (2009), figurative language was made when the speaker/ writer wants to give conspicuous change effects in the meaning by using words/ phrases that different from what competent language user believes to be apprehended as the standard meaning or order. From what has been stated, we can conclude that figurative language is a language that its words/ phrases used by the speaker/ writer are not the literal meaning and are intentionally changed by the speaker/ writer to fulfill their goal which is according to Abrams & Harpham (2009) is to give special meaning or effect. According to Leech (1969), there are nine types of figurative language. These types include personification, simile, metaphor, hyperbole, irony, litotes, metonymy, synecdoche, and oxymoron.

2.4.1. Personification

According to Leech (1969), personification is when an abstraction is figuratively represented as a human. Abstraction doesn't only stand for ideas or events, but also for animals, and inanimate things. As also stated by Arvius (2003), personification is when something that is not human described by the speaker/ writer to have an ability to die, live, act, think, or feel like the way a human does. For example,

That <u>meme</u> has been <u>living</u> <u>rent-free</u> in my head.

"living rent-free in *possessive pronoun* head" has been very popular lately. It was used frequently by the social media community. It supposed to mean that one has been thinking about something that they are not supposed to be thinking about for that much amount of time. The thought has been consuming their head with nothing in return. The *meme* is a noun (n). An inanimate. Therefore, it does not have the ability to live or rent as a human does.

2.4.2. Simile

Leech (1969) stated that simile is an overt comparison and metaphor is a covert comparison. This means that it is possible to create a roughly corresponding simile from a metaphor. It can be done by writing the tenor (subject) and vehicle (metaphorical term) side by side and point out the similarity between the tenor and vehicle. In simile, the similarity pointed out by using like or some other formal indicator. In other words, Abrams & Harpham (2008) explains simile is a comparison between two different things and usually using "like" or "as". For example,

Sally makes me anxious like coffee does.

The example stated above compares two different things. Which are Sally and coffee. Sally is a human and coffee is an inanimate. The writer does not really mean that Sally is similar to coffee. There are just certain attributes between Sally and coffee that assumed to have similarities. Which in this case, how both of them make the writer anxious.

2.4.3. Metaphor

As explained above, we can conclude that metaphor is an expression or word that in the usage shows that one thing is applied to a completely different thing (tenor and vehicle), without asserting a comparison (Abrams & Harpham, 2009). This means metaphor doesn't need any indicator (like the usage of "like" or "as" in simile) to indicate the comparison. For example,

Barney's bangs were a curtain.

The utterance above compares two different things without using an indicator. The utterance compares Barney's hair bang to a curtain. The writer does not really mean that Barney's hair bang is similar to a curtain. There are just certain attributes that assumed to have similarities between Barney's hair bang and a curtain.

2.4.4. Hyperbole

According to Leech (1969), hyperbole is often related to personal values and sentiments. When the speaker/ writer makes an exaggerated subjective claim, the hearer/ reader wouldn't able to judge the truth unless the hearer/ reader has knowledge of the speaker/ writer and competent knowledge of the society's general standards. In other words, hyperbole is an overstatement or an exaggerated statement that intentionally made by the speaker/ writer. To know either the statement is credible or not, the hearer/ reader needs to be more sensitive. For example,

I miss you a ton.

This is an informal way to say "I miss you so much." According to Leech (1969), hyperbole expresses an intensification, to make an impression of how deep is the speaker/ writer feelings that can't be explained by a plain/ simple expression.

2.4.5. Litotes

According to Leech (1969), litotes is sometimes is used to show a particular kind of an understatement in which the speaker/ writer uses a negative expression because the positive expression would have given a more direct and forceful impression. Both hyperbole and litotes use to give color in expressing personal feelings or opinions. It uses to express the lacking of commitment by the speaker/ writer. Therefore, the statement implies ones' desire to suppress or hide their true attitude (Leech, 1969). For example, 'It's not bad'; 'She's not the smartest girl I have ever met'; etc.

2.4.6. Irony

According to Brooks (1971), irony is a tension that emerges between multiple meanings of a word. These meanings emerge because of the pressure that created when in a certain situation/ context, certain words are present/ said. In addition to that, Leech (1969) states that Irony working as a mode of expression that postulates a double audience. One of the double audiences is aware of what is the speaker's intention and the other one takes it as its literal meaning. For example, an employee is late to work and saw his flat tire. He said, "great, I guess it's my lucky day!"

2.4.7. Metonymy

Webster's Third New Dictionary in Leech (1969) says, metonymy is a figure of speech that consists in using the name of the one thing for that of something else with which it is associated. In other words, Metonymy is the substitution of the name of one thing with something else that related. For example, *the white house declared war.* White house is an official residence of USA's president. It used the word "white house" to refer to "president".

2.4.8. Synecdoche

According to Arvius in Handayani (2017), synecdoche is a meaning shift in the use of a lexeme or a longer expression within a part-whole relationship. Leech (1969) believes the traditional figure of synecdoche is identified with a rule which applies the term for the part to the whole. As conclusion, synecdoche is a meaning shift that used to refer a whole as a part. For example, *she has five mouths to feed at home.* "Mouths" is a part of body. Mouths represent people. So, "five mouths" interprets as "five people" or in this case, "five family members."

2.4.9. Oxymoron

According to Leech (1969), oxymoron is combining two different expressions. These expressions are semantically incompatible and when combines they may don't have conceivable literal reference to reality. For example, *parting is such a sweet sorrow.* We probably interpret them as a mixture of sweetness and sorrow.

2.5. Previous Research

Many researchers analyzed conversational implicature in these previous years. Below are some previous researches found consists of five international journals and two national journals.

The first international journal is by George & Mamidi (2020) from the International Institute of Information Technology. The title of the journal is "Conversational implicatures in English dialogue: Annotated dataset". The researchers believe that in order to communicate, dialogue between human often contains utterances that have implied meanings and are clearly understood by interlocutors. On the other hand, when human interacts with computer, the machine/ computer will fail to understand human utterances that contain implied meaning. Unless the computer/ machine is trained with a dataset that contains utterances, the implied meanings, and the context in which it is uttered. In the paper, the researchers analyze conversational implicature in TOEFL (Test of English as a Foreign Language) and movie scripts in IMSDb (Test of English as a Foreign Language). The technique of collecting data is by transcribing the listening TOEFL test and scraping dialogues from IMSDb's movie script.

The second international journal is by Igwedibia (2017) from University of Nigeria. The title of the journal is "Grice's Conversational Implicature: A Pragmatics Analysis of Selected Poems of Audre Lorde". In this research, the researcher believes that there are a lot of previous researchers that have been studied Lorde's poem in

various theoretical dimensions, but the researcher believes there is still no evidence that anyone has studied it in pragmatics implications, specifically conversational implicature using Grice's theory. The researcher aims to find out the extent to which Grice's maxims could be applied in Lorde's poems and also to analyze what maxim that violated or flouted by Lorde's in order to write her poems.

The researchers of the journal entitled "Linguistic Analysis of Malawi Political Newspaper Cartoons on President Joyce Banda: Towards Grice's Conversational Implicature" are Kondowe, Ngwira, & Madula (2014). The researchers aiming to analyze the verbal and non-verbal linguistic features of Malawi newspaper political cartoons in portraying Malawi political leaders. The researchers use Grice's theory and Twenty Point of Order cartoons that depict President Joyce Banda and her government personnel was selected from The Nation newspaper from October 2012 to May 2013 as the object of research. The result of the research is the researchers found the non-observe maxims by flouting, suspending, and opting out.

The forth journal is by Sommai & Padgate (2013) with journal "A Conversational Implicature Analysis in JK Rowling's Harry Potter and the Prisoner of Azkaban". The researchers aim to analyze 30 selected dialogues of the 7 main characters in J.K. Rowling's Harry Potter and the Prisoner of Azkaban to find how is the speaker convey their intended meanings and the hearers recognize the intended meaning using Grice's theory. The result of this research there are 75 conversational implicatures contained in the dialogue and it used in 19 different situations. The researchers also found that

the succession of the intended meaning transmission process is depending on ones' ability to identify the implicated by aware of the situation context, utterances, listeners' background knowledge, and conversational maxims knowledge.

The last international journal is by Al-Qaderi (2015) with the journal entitled "Conversational Implicature in Arabic: A Pragmatic Analysis of Applying Flouting the Maxims to the Yemeni Dialect". The researcher aims to analyze conversation implicature application in the Arabic language using Grice's theory. The researcher set up semi-structured interviews and interviewed 15 interviewees. The researcher uses both qualitative and quantitative research methods. The data collection was done by audio-recorded interviews, transcribed, translated, and interpreted it all. The result turns out that Grice's theory of conversational implicature can be applied to the Arabic language, particularly the Yemeni dialect. The researcher also found data that flouted all the four maxims, but maxim of quantity is mostly found.

The sixth journal is by Risdianto (2011) from Maulana Malik Ibrahim State Islamic University. The title of the journal is "A Conversational Implicature Analysis in Oscar Wilde's Short Story "Happy Prince"". The researcher aims to identify and describe ten conversational implicature utterances that use Grice's theory found in Oscar Wilde's short story entitled "Happy Prince". The researcher uses a qualitative research method. The steps used by the researcher to obtain the data are the provision of data, data classification, data analysis, and the presentation of data analysis. The result that concludes by the researcher is there are six maxims of politeness principle,

two maxims of cooperative principles, and two maxims of ironical principles found in the short story.

The seventh journal is by Al Fajri (2017) with the journal entitled "The Functions of Conversational Implicatures In Print Advertising". The researcher believes that advertisement designers tend to flout maxims in order to create a certain communicative effect. The use of conversational implicature in the process of making an advertisement giving many benefits to both the advertisers or the company. The researcher aims to analyze the usage of conversational implicature in 10 advertisements taken from men and women English and Indonesian Magazines issued in 2016 and 2017.

The last journal entitled "Analisis Implikatur Wacana Percakapan Dalam Novel "Masih Ada Hari Esok Karya Daniel Steel"" by Simanjuntak (2017) from Putera Batam University. The researcher aims to analyze and describe the use of implicature in a novel entitled "Masih Ada Hari Esok" by Daniel Steel using Grice's theory. The researcher uses a descriptive research method. In this journal, the researcher concluded that there are eleven cases of implicature obtained in the novel "Masih Ada Hari Esok" by Daniel Steel.

From the previous researches, the researcher found some similarities and differences between these eight previous researches and the current research. The similarities that the researcher found are the previous researches adopted the same research design which is qualitative and using the same conversational implicature

theory which is by Grice (1975). The differences are the variety of research objects (movie, TV show, newspapers, poems, languages, novel, short story), and research methods.

2.6. Theoretical Framework

It could be seen from the theoretical framework above, the researcher used pragmatic as the approach and conversational implicature as the object of the research. The researcher analyzed the data through the types of conversational implicature by Grice (1975) and figurative language theory by Leech (1969) to analyze the forms of conversational implicature. In types of conversational implicature, there are generalized conversational implicature and particularized conversational implicature. On the other hand, figurative language has personification, simile, metaphor, hyperbole, irony, litotes, metonymy, synecdoche, and oxymoron.
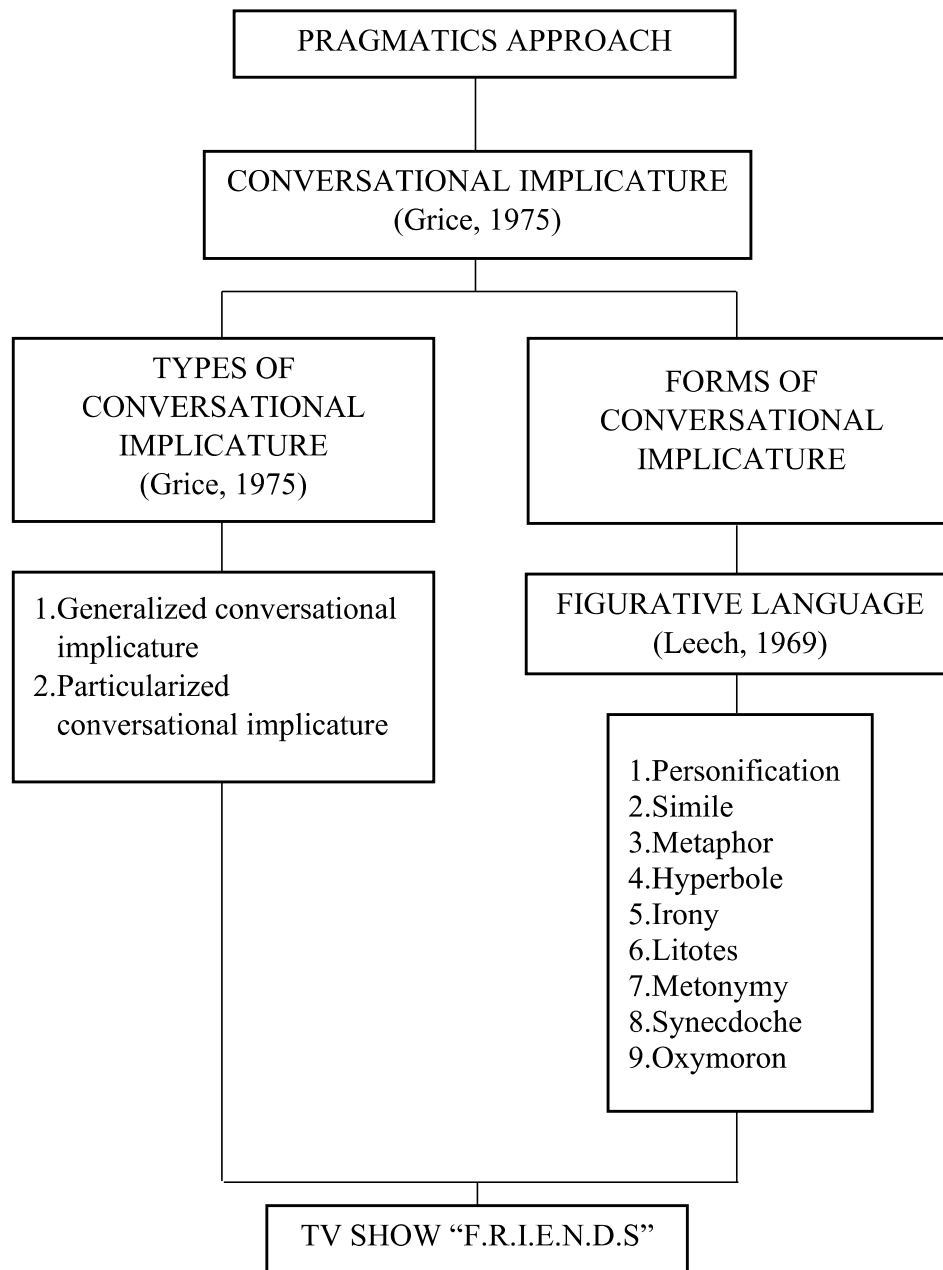
```
┌─────────────────────────────────────┐
│       PRAGMATICS APPROACH           │
└─────────────────────────────────────┘
                  │
┌─────────────────────────────────────┐
│   CONVERSATIONAL IMPLICATURE        │
│          (Grice, 1975)              │
└─────────────────────────────────────┘
```

TYPES OF
CONVERSATIONAL
IMPLICATURE
(Grice, 1975)

FORMS OF
CONVERSATIONAL
IMPLICATURE

1.Generalized conversational
  implicature
2.Particularized
  conversational implicature

FIGURATIVE LANGUAGE
(Leech, 1969)

1.Personification
2.Simile
3.Metaphor
4.Hyperbole
5.Irony
6.Litotes
7.Metonymy
8.Synecdoche
9.Oxymoron

TV SHOW "F.R.I.E.N.D.S"

Figure 2.1 Theoretical Framework