

CHAPTER II

REVIEW OF RELATED STUDIES AND THEORETICAL FRAMEWORK

In this chapter, the researcher presented the definition of pragmatics followed by the context of situation, implicature and cooperative principle. Lastly, the writer mentioned all of the previous studies and the theoretical framework of this research.

2.1. Pragmatics

“Pragmatics is the study of language aspects that required relation to the language users then led to a very natural communication which happens naturally when the speakers are communicating directly using their own bodies without being affected by technology and any tools, further restriction of the term in analytical philosophy” (Levinson, 1983:3). Since pragmatics is the study of language that also study of its implied meaning, it can be applied to analyzing Cooperative Principle and the reasons behind the action such as implicature conversational and the context of situation.

2.1.1. Situational Context

According to (Cutting, 2002:4) “The situational context is the immediate physical co-presence, the situation where the interaction is taking place at the moment of speaking”. In other words, the situational context is an important factor that influences communication and understanding between people in a particular

situation or setting. It is closely related to the concept of the context of situation proposed by Grice, which emphasizes the social, cultural, and environmental factors that shape communication. By understanding the situational context, speakers and listeners can better navigate and interpret the meanings and intentions behind the communication.

2.1.2. Implicature

As mentioned by (Thomas, 1995) “Grice distinguished two different sorts of implicature: conventional implicature and conversational implicature. They have in common the property that they both convey an additional level of meaning, beyond the semantic meaning of the words uttered. They differ in that in the case of conventional implicature the same implicature is always conveyed, regardless of context, whereas in the case of conversational implicature, what is implied varies according to the context of utterance”. It means that both of the types of implicature conveying a meaning beyond the literal words used, conventional always conveys the same meaning regardless of the context meanwhile the meaning in conversational depending on the context in which it is used. This research only focus on conversational implicature especially particularized conversational implicature because this research relates to the context of situation and the cooperative principle.

2.1.3. Cooperative Principle

In linguistics, especially in pragmatic, there is a theory that explains about how humans cooperate in conversation. The theory is called the cooperative principle.

(H. P. Grice, 1975) also mentions that “Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged. One might label this the COOPERATIVE PRINCIPLE. On the assumption that some such general principle as this is acceptable, one may perhaps distinguish four categories under one or another of which will fall certain more specific maxims and submaxims, the following of which will, in general, yield results in accordance with the Cooperative Principle. Echoing Kant, I call these categories Quantity, Quality, Relation, and Manner.”. It can be concluded that Cooperative Principle suggests that in a conversation, each person should contribute in a way that aligns with the overall purpose or direction of the conversation. The speaker then goes on to suggest four categories of principles that can help guide one's contributions to a conversation: Quantity, Quality, Relation, and Manner.

According to (Thomas, 1995) In 'Logic and conversation' Grice proposed four maxims, the maxims of Quantity, Quality, Relation and Manner, which were formulated as follows:

- Quantity:** Make your contribution as informative as is required (for the current purpose of the exchange).
Do not make your contribution more informative than is required.
- Quality:** Do not say what you believe to be false.

Do not say that for which you lack adequate evidence.

Relation: Be relevant.

Manner: Avoid obscurity of expression.

Avoid ambiguity.

Be brief (avoid unnecessary prolixity).

Be orderly.

There are two possible things that people can do with maxim: observing maxims and not observing maxims.

2.1.4. Observing the maxims

The least interesting case is when a speaker observes all the maxims as in the following example:

Husband: Where are the car keys?

Wife: They're on the table in the hall.

The wife has answered clearly (Manner) truthfully (Quality), has given just the right amount of information (Quantity) and has directly addressed her husband's goal in asking the question (Relation). She has said precisely what she meant, no more and no less, and has generated no implicature (i.e. there is no distinction to be made here between what she says and what she means, there is no additional level of meaning).

2.1.5. Non-observance of maxims

Grice was well aware, however, that there are very many occasions when people fail to observe the maxims. There are five ways of failing to observe a maxim:

Flouting a maxim
 Violating a maxim
 Infringing a maxim
 Opting out of a maxim
 Suspending a maxim

People may fail to observe a maxim because, for example, they are incapable of speaking clearly, or because they deliberately choose to lie”.

1. Flouting a maxim

The situations which chiefly interested Grice were those in which a speaker blatantly fails to observe a maxim, not with any intention of deceiving or misleading, but because the speaker wishes to prompt the hearer to look for a meaning which is different from, or in addition to, the expressed meaning. This additional meaning he called 'conversational implicature' and he termed the process by which it is generated 'flouting a maxim'. A flout occurs when a speaker blatantly fails to observe a maxim at the level of what is said, with the deliberate intention of generating an implicature. I shall give examples of flouts of each of the maxims in turn and at the same time review Grice's discussions of the reasons for flouting a maxim.

A. Flouting maxim of Quality

Mother : “Is it true that Ulfii joins a traditional dance club?”

Daughter : “Yes, maybe.”

The daughter has flouted the maxim of quality by stating the word 'maybe' in the end. Adding the word 'maybe,' the hearer will confuse understanding the true meaning because there are some possibilities of meaning; the daughter agrees or disagrees that Ulfii joined a traditional dance club or did not know either true or not Ulfii joined a traditional dance club.

B. Flouting maxim of Quantity

Mother : "What do you think about my new dress, honey?"

Daughter : "**The color is nice, mom.**"

In the conversation above, the daughter is not observing the maxim of quantity. The reason is that the daughter not to the point of what her mother asks. She gives too little information about her opinion on her mother's new dress. It can be like the daughter is feeling bad about her mother's dress.

C. Flouting maxim of Manner

Mother : "**Let's go somewhere we can buy a novel to give her a birthday gift.**"

Daughter : "Okay, mom."

In the example above, the mother is not observing the maxim of manner by being ambiguous. She said 'somewhere' instead of 'book store,' and she said 'her' instead of 'Sinta' (a sister).

D. Flouting maxim of Relation

Roby : “Is Anna dating anyone these days?”

Boby : “**She goes to Han river every week.**”

From the conversation above, the researcher concluded that Boby is flouting the maxim of relation. To answer Roby’s question about if Anna is dating someone or not, he should answer yes or no directly. So, in this case, Boby is expecting Roby to understand what he means implicitly that Anna is dating someone. (Ajibah, 2022:18)

2. Violating a maxim

Many commentators incorrectly use the term 'Violate' for all forms of non-observance of the maxims. But in his first published paper on conversational cooperation (1975), Grice defines 'Violation' very specifically as the unostentatious non-observance of a maxim. If a speaker violates a maxim s/he 'will be liable to mislead' (1975: 49).

A. Maxim Violation of Quality

The violation of maxim quality is found when the speaker says something and the listener answers it by giving untrue information.

For example:

Husband: Honey, where’s Jane?

Wife: **Umm, She goes to Mall with her friend honey.** (Azizah, 2017:12)

The context: The wife knows that Jane goes to the theatre with her boyfriend. In this case, the wife lies to her husband about where Jane goes because her husband doesn't like Jane's boyfriend.

B. Maxim Violation of Quantity

The violation of maxim quantity happens when the speaker asks something and the listener answers it by giving unclear information or too much than required.

For example:

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

Jane : **That's not good idea.** (Azizah, 2017:12)

This conversation shows that Jane's answer is uninformative and too short because based on Marry's question, she wants to know Jane's opinion about the dress that she will wear for Anne's wedding.

C. Maxim Violation of Relevance

The violation of maxim relevance means when the speaker asks something, the listener answer it by giving information that is out of the topic.

For example:

A: I am out of petrol

B: **There is a garage round the corner** (Grice, 1989:32)

D. Maxim Violation of Manner

The violation of maxim manner happens when the speaker asks something and the listener answer it by giving ambiguous information or the listener didn't give the exactly information.

For example:

Husband : “How much did that ne dress cost, darling?”

Wife : **“A tiny fraction of my salary, though probably a bigger fraction of the salary of the woman that sold it to me.”** (Cutting, 2002:40)

On the conversation above, the speaker provides too much information and all of that did not seem to be related to the question, and the hearer's question remains unanswered. The act was considered as the violation of maxim of manner, because there was a tendency of the wife to hide the truth and instead of revealing the price of her dress, she was giving the ambiguous information.

3. Infringing a maxim

A speaker who, with no intention of generating an implicature and with no intention of deceiving, fails to observe a maxim is said to 'infringe' the maxim. In other words, the non-observance stems from imperfect linguistic performance rather than from any desire on the part of the speakers to generate a conversational implicature. This type of non-observance could occur because the speaker has an imperfect command of the language (a young child or a foreign learner), because the speaker's performance is

impaired in some way (nervousness, drunkenness, excitement), because of some cognitive impairment, or simply because the speaker is constitutionally incapable of speaking clearly, to the point, etc.

4. Opting out of a maxim

A speaker opts out of observing a maxim by indicating unwillingness to cooperate in the way the maxim requires. Examples of opting out occur frequently in public life, when the speaker cannot, perhaps for legal or ethical reasons, reply in the way normally expected. On the other hand, the speaker wishes to avoid generating a false implicature or appearing uncooperative.

5. Suspending a maxim

Several writers have suggested that there are occasions when there is no need to opt out of observing the maxims because there are certain events in which there is no expectation on the part of any participant that they will be fulfilled (hence the non-fulfilment does not generate any implicatures).

2.2. Previous Studies

The first prior study was done by (Wayan Balik Ayu Wideasih et al., 2022). They analyzed maxim violation in the movie "Luca" and also identified the context of the situation in the movie. The study concerns to analyze about the types of maxim violation by using the theory of Grice in 1975. The findings showed that there 4 types of maxim violation used by the characters. The results of the study

showed that the types of maxim violation found in the movie are 24 data. The dominant maxim violation that uttered by the characters in this movie is violation of maxim quality. The finding shows that the most dominant maxim violation that used by the character is violation of maxim quality.

The second was conducted by (Yulianti, 2022). She is an attempt to explain kinds of maxim violations and to analyze the violation of maxim in the series. She examined the cooperative principle by Grice and investigated the maxim violation in the “Orphan Black” TV series. The result of this analysis shows that the maxim of quality and relation are the most violated maxim which that the first season of “Orphan Black” TV Series with the total of violation 16 times each, and misleading the interlocutor becomes the most reason in violating the maxim with 25 times of total appearances.

The third was conducted by (Febriyani & Rachmijati, 2021). They analyzed the violation of maxim on vlog jurnalrisa the episode “Tanyarisa #11 - SPESIAL PETER CS”. The data is then analyzed by four Grice maxims quantitatively. The finding shows; first, there are three types of a maxim of violations as 50% violated the maxim of quantity, 40% violated the maxim of relevance, 10% violated the maxim of manner found in the research of data. Second, the dominant type of violation that has been violated of quantity because they tend not to reveal information. Third, the violations of the maxim happen because when the speakers

provide information or utterances to change the conversation, there is ambiguity, obscurity answers, and exaggerates or reduces information so it is not informative.

The fourth study was conducted by (Umam, 2017). He analyzed the violation of cooperative principle or four maxims in Three Episodes of Ellen Show. The procedure of analyzing the data are making a table with some contractions such as Maxim of Quantity (QUANT), Maxim of Quality (QUAL), Maxim of Relation (REL) and Maxim of Manner (MAN) and sign checklist is used to know violation of maxims. Therefore, it can useful to explain what types and how four maxims (maxim of quantity, maxim of quality, maxim of relation and maxim of manner) are violated or known easily. The result of this research finding is the violation of maxims and it also enables for learners to improve their understanding in communication effectively by using and knowing violation of maxims and cooperative principle.

The fifth prior study was done by (Noertjahjo et al., 2017). They did the study of flouting and violating towards maxim in My Sister's Keeper novel. From the finding of this analysis, the elements of flouting and violating towards maxim of quality were found in major characters' utterances through five strategies. They are hyperbole strategy, metaphor strategy, irony strategy, banter strategy, and lie strategy. Metaphor strategy was often used by major characters in this novel. It occurred because through metaphor strategy the characters can emphasize the point of talk to express their opinion clearly. Based on the analysis of five strategies, it

found that there are seven purposes of using flouting and violating towards maxim of quality.

The studies mentioned above have explored the violation of Grice's cooperative principle and maxims in various contexts such as movies, TV series, vlogs, and novels. However, there is a gap between the previous studies and this research on implicature in relation to Grice's cooperative principle and maxims. The previous studies have only focused on identified the types and frequency of maxim violation. While, in this study implicature plays a crucial role in communication and understanding. Therefore, this research explores implicature and how it is contributed to the cooperative principle. Additionally, this research investigate how implicatures are used in different contexts and how they affect the interpretation of utterances. Furthermore, there is a need for a comparative analysis of implicature in different languages and cultures to examine how it varies across different contexts and how it affects the communication process.

2.3. Theoretical Framework

This research uses pragmatic approach in analyzing the data using cooperative principles of Grice theory as the scope of pragmatic. The writer only focuses on flouting and violating maxims, furthermore the data from this research will be analyzed and classified into types of flouting and violating maxims, find the implicature and discover the impact of flouting and maxim violation provided by Thomas.