

## CHAPTER 2

### LITERATURE REVIEW

Here, the researcher uses pragmatics as the grand theory then discusses Grice's theory of cooperative principles and its maxims which will connect with the flouting of maxims. Then she also gives explanation of the ways the flouted maxims happen and the purpose why the maxims flouted. On the other hand, the researcher uses Grice's theory in this research because Grice is the one who is to be the first proposer of this theory.

#### **2.1 Theoretical Framework**

In this research, the researcher uses pragmatics as the grand theory and takes the connection with the discourse analysis. Pragmatics is a study of how language is used for communication (Parker, 1986:11). Morris in Brown and Yule also said that pragmatics is the relations of signs to interpret (1983: 26). Based on that definition, we can know the connection between pragmatics and discourse analysis. In Discourse analysis, as in pragmatics, we are concerned with what people using language are doing and accounting for the linguistics features in the discourse as the means employed in what they are doing. It is connected with the cooperative principle which describes how people interact with one another.

Cooperative principle has four major areas and their significance is spelled out by what so called conversational maxims. Those are maxims of quantity, maxim of quality, maxim of relation and maxim of manner (Grice in

Brown and Yule, 1983: 31). Conversational maxim is learning about meaning of utterance or sentence. Conversational maxim is also part of pragmatics because conversational maxim is learning about utterance meaning in conversation. But conversation sometimes can not run well without flouting the maxims. So, here also discuss about the flouting maxims, how that maxim flouted and the purpose why the maxim is flouted.

## **2.2 Relevant Theory**

### **2.2.1 Pragmatics**

In linguistics there is common understanding between pragmatics and semantics. In the pragmatics field of study to learn the language in text form, while the semantics field of study to learn the meaning of the context. Leech added that pragmatics is is the study of linguistics communication according to the principle of conversation. One principle is the sense of an expression violates the principle speaker (1981:1). Supported by Yule (1996:36) considered pragmatics as a study of discussing the speaker meaning linking with discourse situation.

From the definition above, it can be concluded that pragmatics is the branch of linguistics that studies of language of the text form which used in conversation. On the other hand, we can say that pragmatics is the study of human language usage conditions as determined by the context of society (Mey, 1993:42).

### 2.2.2 Discourse analysis

Discourse analysis concerns about the study of the relationship between language and the contexts in which it is used (McCarthy, 1991: 1). It can be in the form of written text and spoken data whether formal or informal. Meanwhile, according to Brown and Yule, the analysis of discourse means the analysis of language in use (1983: 1). Then, Schiffrin (Quoting Stubbs statement) said that discourse analysis consists of attempts to study the organization of language above the sentence or above the clause, and therefore to study larger linguistic unit, such as conversational exchanges or written texts (1987: 1). Discourse analysis is also concerned with language in use in the social contexts, and in particular with interaction or dialogue between speakers. Next, discourse analysis can also be defined as the understand and comprehension of language and its use within conversation

### 2.2.3 Cooperative principle

The cooperative principle occurs when two people interact with each other that there should be a speaker (generally) to observe the cooperative principle, and he audience (generally) assume that the speaker is caught watching or what purpose it was the speaker. Before discussing the rules in the sub- maxims on the cooperative principle, the researcher describe the meaning of maxims itself. Maxims is a law or rule to be followed, or usually is to be followed an inevitable

consequence of something, such as the applicable law and place in a conversation.

In order to have a better communication, the speaker and the hearer need to follow the rules. By following the rules, they can avoid misunderstanding that could possibly happen in the conversation. Then, all the messages can be derived successfully. The cooperative principle describes how people interact with one another. Grice in Brown and Yule (1983:31) has formulated a general principle of language use called the cooperative principle, that is:

“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.”

The speaker should speak sincerely, relevantly, briefly, and clearly, while providing sufficient information to speak in a cooperative way. People who obey the cooperative principle in their language use will make sure that what they say in a conversation has a purpose. Obviously, the requirements of different types of conversations will be different.

Practically, Grice in Brown and Yule (1983:31) said that cooperative principle has four major areas and their significance is spelled out by what so-called Conversational Maxims. Those are maxim of quantity, maxim of quality, maxim of relation and maxim of manner. Speakers give enough and not too much information as they obey maxim of quantity. They are genuine and sincere, speaking "truth" or facts because

they follow maxim of quality. Utterances are relative to the context of the speech as they fulfill maxim of relation. Speakers try to present meaning clearly and concisely, avoiding ambiguity because they observe maxim of manner. It is describing specific rational principles observed by people who obey the cooperative principle; these principles enable an effective communication.

#### 1) Maxim of Quantity

The maxim of quantity says that speakers have the responsibility to make the contribution as informative as required without making it more or less informative than is required. This maxim relates to the quantity of information provided and the following are the maxims that fall under it: (Grice in Brown and Yule, 1983: 32)

1. "Make your contribution as informative as required."
2. "Do not make your contribution more informative than is required."

This maxim deals with the number of words used in the conversation. Speakers should not repeat a word many times to explain something. For example:

A : "Where are you going?"

B : "**I'm going to the supermarket.**"

From the example above, B is answering A's question by giving information as required. Then, B follows the conversational maxim

of quantity. Whether A is just asking B where she will go, B is just telling the place where she will go.

Mijas (2005:170) recognizes that maxim of quantity is especially valid in the modern society nowadays. There are too many pieces of information which could not possibly make to use all. Then, more often people say “give me what I want not more”. The sides of the communicative exchange expect that the contribution of one side is quantitatively right for the current interaction. More is too much and less is too little for a successful communication (Celce-Murcia and Olshtain, 2000: 22). Then, speakers and listeners must speak cooperatively and mutually accept one another to be understood in a particular way. In other words, delivering the information must require.

## 2) Maxim of Quality

The maxim of quality states that speakers' contributions to a conversation ought to be true. They should not say what they believe to be false, nor should they say anything for which they lack of adequate evidence. This maxim relates to the truthfulness of the information provided. Below are the following maxims: (Grice in Brown and Yule, 1983: 32)

“Be truthful.”

1. “Do not say what you believe to be false.”

2. “Do not say that for which you lack adequate evidence.”

According to this maxim, participants are expected to provide information they believe to be true and they are expected to avoid providing false information as well as the information which does not have any evidence (Jacob, 2001). In other words, this maxim requires the speaker to be truthful in every conversation. For example:

Teacher: “What is the capital city of Bali?”

Andy : “Surabaya, Sir”

Teacher: “Wrong. **The capital city of Bali is Denpasar.**”

The maxim of quality also says that the speaker should not say something that lacks adequate evidence or the speaker is not sure about something. The speaker must give true information not false.

In conversational exchanges, it is assumed that people do not lie and give factual information, and then we are able to detect falsehood. According to Mijas (2005:170), if lies are the norms for conversation, then people would never be able to find out what the truth is.

### 3) Maxim of Relation

The maxim of relation states that conversations should clearly relate to the purpose of the exchange. This maxim is related with the relevance of the information provided and it has a single maxim “Be relevant” (Grice in Brown and Yule, 1983: 32). The speaker should

make their contribution relevant to the conversation at hand. For example:

Jeff: "Hi, how are you?"

Bill: "**Fine, thanks.**"

Here, between Jeff and Bill are delivering relevant topic. Whether, Jeff asks the condition of Bill, Bill answers that he is in a good condition. Then, this conversational exchange becomes successful communication.

#### 4) Maxim of Manner

The maxim of manner states that the contribution should be perspicuous, in particular, that it should be orderly and brief, avoiding obstructing ambiguity and below is the following maxim: (Grice in Brown and Yule, 1983: 32)

"Be perspicuous."

1. "Avoid obscurity of expression."
2. "Avoid ambiguity."
3. "Be brief (avoid unnecessary prolixity)."
4. "Be orderly."

Grice in Jaworski and Coupland (2000:71) state this maxim relates to "how what is said is to be said" rather than what is actually said. The maxim of manner says that speakers should avoid ambiguity and obscurity. Here the speakers must try to make the message clear for the listener. The message should be constructed in



an orderly way. The emphasis here is on the clarity of messages. In delivering the message, the speakers have to state the information clearly. The maxim of manner also says that the information given should be brief. For example:

(There are Jessica is eating together with a man. While, her two friends, Aline and Rose are passing her in restaurant)

Aline: "Who is that man?"

Rose: "**He is Jessica's new boyfriend.**"

Here, Rose is giving a brief statement that man is Jessica's new boyfriend. However, Rose gives a clear answer to Aline by mentioning the status of the man asked by Aline. Then Rose follows the maxim of manner.

Cooperative Principle is all unstated by the communicator. They do not explicitly tell us what to do. However, we assume that other people observe them in order to make communication effective. Of course, there are some stated rules of conversation like all sorts of aesthetic, social or moral maxims which are usually observed in talk exchanges (Mijas, 2005:171). Grice argues that observing the cooperative principle together with the maxims is a reasonable and rational behavior, because it tends to benefit the speaker's interest.

In some cases, utterances may conform properly to the maxims. In some others, they may disregard one or more of the maxims by infringing, opting out of, flouting or violating them (Thomas,

1995:7). The speakers opt out of observing the maxim if they decide not to cooperate in a conversation. The flouting of the maxims happens, when speakers appear not to follow the maxims but expect hearers to appreciate the meaning implied. Then the speakers deliberately break the maxims while still attempting to be cooperative in an exchange (Cutting, 2002: 37). The violation of the maxims, on the other hand, means the speakers intentionally disobey them, and are fully aware that the addressees will fail to perceive the real truth and interpret the speakers' utterance literally.

Therefore, Grice in Jaworski and Coupland (2000:114) states there are several ways the speaker might break one of the rules:

1.) A participant can violate a maxim

The participant may quietly and deliberately violate a maxim. In other words, the participant does not observe a maxim intentionally for some purposes. For example:

Micah: "this is your homework, I have done it."

Mike: "thank you, you are really my best friend."

**"You look handsome today without your glass."**

Here, Mike's utterances are violating the maxim of quantity because he gives more information than Micah's statement. Actually, Mike does it because some purpose. Micah has done his home work well. Then Mike feels happy and he will not get the punishment from the teacher.

## 2.) A participant can opt out of the maxim

The participant may come out of observing a maxim by indicating unwillingness to cooperate. That is, the participant does not want to contribute to the exchange the way the maxim requires. For examples:

Katie: “Jack, do you see John, where is he?”

Jack : “John is either in library or in canteen.”

“ I know where but **I will not tell you.**”

Here, Jack makes clear that he is not willing to cooperate. This example is opting out the maxim of quantity because Jack essentially violates it and comes out. Furthermore, Jack does not give informative as required. Also, Jack has the reason why he will not tell it.

## 3.) A participant can be faced with a clash of maxim

The participant may be faced by a clash. For instance, the participant may be unable to observe a maxim without violating another maxim. Grice exemplifies this by saying that the participant is not able to be as informative as is required without violating the maxim that having adequate evidence for what one says (Jaworski and Coupland, 2000:120). For example:

(Farchan is driving the car with Felicia to Kim’s home)

Farchan : “do you know Kim’s home?”

Felicia : “**Seoul**”

Here, Farchan is asking an address, but Felicia gives a weaker, less informative statement that indicates she violates maxim of quantity. Felicia really does not know anything more specific. However, she can not give more informative statement but she tries without violating maxim of quality.

The speaker falls to fulfill the first maxims of quantity (make your contribution as informative as required and say neither too little nor too much) because to say which Kim’s house would not infringe the second Maxim of quality (make your contribution one that is true and do not say what you believe is false or for which you lack evidence). Then, Felicia might violate one maxim in order to preserve another.

#### 4.) A participant can flout a maxim

The participant may flout a maxim. That is, the participant blatantly falls to observe a maxim with the deliberate intention of generating an implicature. Flouting a maxim (major violation) is creating a conversational implicature. By clearly and obviously violating a maxim, the participant can imply something beyond what they say. For example:

Nezza : “you really love me?”

Kevin : “**I like ferris wheels.**”

Here, Kevin has flouted the maxim of relation because he changes the topic of conversation. Also, he implied some hidden meaning. He may not want to respond to Nezza's question and may be the answer is "No". Then, Kevin does not want to break her heart.

In summary, a speaker may violate a maxim (and mislead their audience), they may explicitly opt out, they may be faced with a clash between different maxims, or they may flout a maxim in such a way that the listener understands why this is being done.

#### 2.2.3.1 Flouting Maxims

Grice in Jaworski and Coupland (2000:99) states that in a conversation, sometimes people can exploit the maxims to create some implicatures. When the speaker disobeys or flouts some maxims so obviously, that the hearer must conclude that the flouting was done on purpose.

In daily communication, however, people do not strictly follow these maxims. They may consciously flout the cooperative principle. When people converse, they may fail to observe a maxim because of some factors such as, they are incapable of speaking clearly, or they deliberately choose to lie. Then, this failure encourages a flouting to occur and break a maxim (Jacob, 2001).

The flouted happens unintentionally when the speaker simply chooses to flout the rules with no intention to generate an implicature and with no intention to deceive (Thomas, 1995:74). For example, if A says no to B to go out on a date because A is busy, while in fact A has nothing to do, A will have flouted maxim of quality. Here, A has lied by implicating something or having any intended meaning.

On the other hand, the violation happens purposefully when the speaker blatantly fail to obey the rule with the intention of having the hearer to recognize that the speaker is disobeying it.

Whenever people are aware of having unintentional flouted a maxim, s/he will immediately try to adjust and make corrections in order to restore adhere to the maxims. It is kind of the apologetic additions that make it obvious that a speaker is self-correcting the flouting of maxims (Celce-Murcia; 2000:87).

A flouted can happen on each maxim and there are some common reasons for flouting the maxim:  
<http://linguasphereus.blogspot.com/2011/05/flouting-maxims-in-pragmatic-study.html>

The maxim of quantity is flouted when they are:

- (1) To explain more about something; usually someone tries to explain about something by giving much information and

expecting that the hearer will understand more about the topic.

- (2) To stress something; people use many words when they want to stress something in order to make the intended meaning more clear for the listener to follow.
- (3) To expect something; sometimes people act and say more words to show something. They use this condition in order to expect something from other person.
- (4) To show panic, people are said to flout a maxim of quantity when he or she answer a question by asking many questions as a sign to show panic.

Furthermore, the maxim of quality is flouted because of some reasons:

- (1) To convince the addressee.
- (2) To cover something.
- (3) To hide something.

The maxim of relevant is flouted by the speaker also because of some reasons:

- (1) To change the conversation topic; in a conversation people usually change the topic of conversation to avoid talking about something that is embarrassing or just to end the conversation.

- (2) To give unnecessary additional information; sometimes people flout the maxims of relevance by giving unnecessary additional information to the topic being talked about.
- (3) To avoid talking about something; people usually say about something else when the partner of the conversation does not hear or understand about what they say because they do not want he or she know about it.

There are two reasons people flout maxim of manner;

- (1) To get attention, sometimes people use identical word in one situation to get attention from others.
- (2) To be clear.

### **2.3 Related Studies**

Some of the researchers actually have done the study about Gricce's theory of flouted maxims. The study of flouting maxim was done by Mulyani (2010). She analyzes "forest gump" film based on Gricce's cooperative principle. This research applies Pragmatics approach based on Gricce's theory. It consists of Cooperative Principles, their maxims and flouting maxims. From that research, he found that how the flouting maxims and the cooperative Principle can help the addressee to understand reason the intended meaning (implicature) employed by the characters in the film. The results of the data analysis show that there are three categories. And also the characters flouted the maxims in order to make the conversation run smoothly.



In Lisa Novita Ningrum (2012), she analyzes the flouting maxim of relation in “Little Women” Novel by Louisa May Alcott. She conducted to find out flouting maxim of relation which is employed by the characters and to find out the speaker’s meaning of flouting maxim of relation.

In line with the previous researchers, here the researcher intends to investigate and enrich literature about Grice’s theory of Conversational Maxims which takes the problems about the flouted maxims which has the purpose of flouting it.