Chapter II

LITERATURE REVIEW

Theoritical Framework

In this study, the writer needs a tool to achieve the purpose of the study itself. The researcher uses pragmatics as the grand theory then discussed Grice's theory of cooperative principle it is maxim which connect with the flouting maxim. The tool is a theory of Grice's maxims cooperative principle which is used to identify utterances produced by the main character in *magic hour* movie.

2.1 Pragmatics

According to Levinson (1983) pragmatics is the study of language usage. It is a part of linguistic study which learns how language as a code relating to its context helps the hearer in interpreting what the speaker implies.

According to Leech (1983), people cannot really understand the nature of the language itself unless they understand pragmatics. One of the linguistics purposes of pragmatic is the study of meaning in relation to speech situation. Based on this purposes, the speaker can choose the language for social interaction and understand the effect of their utterance choices. Besides, pragmatics is important because in a communication, speaker and hearer attempt to solve problem.

Speaker's problem is how to achieve his/her goal in communicating something. In contrast, the hearer tries to understand what the speaker's goals in his speech.

According to Grundy (2000), pragmatics is about explaining how we produce and understand the language which is used in communication everyday but apparently rather peculiar uses of language (p. 3). Pragmatics is how the people use good language, follows the rules of language, understand the utterances, and be responsible for what they say. It can help people to understand about what the speaker means.

2.2 Grice's Cooperative Principle

Grice (1989) advises cooperative principle which makes the conversational contribution is in the right size and agrees with the accepted purpose of the conversation a speaker is connected. Grice states that cooperative principle "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 "(p 26). It means that a speaker need to be as informative as is requires based on the context of the conversation so that communication will be successful.

To make the principle acceptable, Grice (1989) generates the principle into four conversational categories or maxim that will result in accordance with cooperative principle (p. 26). The categories are:

2.2.1 Maxim Of Quality

a. Do not say what you believe to be false

b. Do not say that for which you lack adequate evidence maxim of quality suggests speakers to be true. It proposes a speaker to say what he believes to be true and not say something with less evidence. Black (2006) adds that "this maxim has to do with the

truth of an utterance" (p. 30).

Example:

Tika puts her hat on the sofa then, she goes to the bathroom. Fina outs from her room and looking the bag because she wants to go out. Fina found the hat on the sofa and takes it. After that, tika ask her Fina."

Tika : do you find my hat?

Fina : yes. I find your hat on the sofa then I take it.

Fina really takes the hat, so it completes the maxim of quality because Fina to do it and she tells the truth.

2.2.2. Maxim of Quantity

- a. Make your contribution as informative as it required
- b. Do not make your contribution more informative than it is required

Those mean that maxim of quantity suggests speakers to be brief. It

proposes a speaker to contribute as informative as a required and not to contribute

too much or too little information than is required. Black (2006) added that "this

maxim requires that we offer the appropriate amount information "(p. 29)".

Example:

A : where is the nearest hospital?

B: it is in front of the post office

A ask B where is the nearest hospital. B understands that the nearest hospital from

the place they are talking is in front of the post office. It fulfills the maxim of

quantity. It is because, B answer is informative and explicit that the hospital is

near with it place where the conversation is taken.

2.2.3 Maxim of Relevance

a. Be relevance

b. Maxim of relevance proposes speakers to be relevant. A speaker

has to say something related to the topic.

Example:

A : how was the scenery?

B : it was amazing

The conversation above is clear enough, between the answer and

the question is relevant.

2.2.4 Maxim of Manner

- a. Avoid obscurity of expression
- b. Avoid ambiguity
- c. Be brief (avoid unnecessary prolixity)
- d. Be orderly

Maxim of manner suggest speaker to be clear. It means that a speaker needs to say briefly, orderly, and avoid obscurity and ambiguity. Black (2006) stated that "the maxim refers not to what said, but to how it express" (p. 30).

Example:

Dewi : when will you go to Surabaya?

Anton : tomorrow

Dewi : what time you will go to Surabaya

Anton : at 08.00

The conversation is clear without the appearance of misunderstanding. It was perfectly brief and well ordered. Those all how maxims work in cooperative principle, after understanding it all, the researcher lets to know the connection between the cooperative principle and maxim, and also conversational implicature. According to Grice (1989: p.30)

2.3 Flouting the cooperative principle

Flouting the cooperative principle is happened on some occasions. The speakers do the flouting intend their hearer to understand what the speaker's flouting about. A flout occurs when a speaker blatantly fails to observe a maxim,

not with any intention of deceiving or misleading, but because the speaker wants

to the hearer to look for the meaning which is different from, or in addition to the

expressed meaning. It takes place when individuals deliberately cease to apply the

maxims the persuade their listeners to infer the hidden meaning behind the

utterances that is, the speaker employ" implicature "(S.C Levinson, 1983, p.104).

Grundy (2000) states in his book that flouting is a particular silent way of

getting an addressee to draw an inference and hence recover an implicature

.(p.78). It also said by Cutting (2002) that flouting maxims is when the speakers

appear not to follow the maxim but expect hearers to appreciate the meaning

implied (p. 37). Thomas stated that flouting maxim occur when speaker blatantly

fails to observe a maxim to the level of what is said, with the deliberate intention

of generating an implicature. (Thomas, 1995: 65).

Usually flouting maxim occurs in daily conversation such as in daily life.

But also can be found in movie, novel or short story. It is done by people because

some purposes, such as they want to create a humorous in their communication or

they want to say something.

1.3.1 Flouting Maxim of quality

Flouting maxim of quality occur when the speaker says something

which is blatantly untrue or for which she lacks evidence (Thomas, 1995 : 67).

The participant can be mentioned flouted the maxim of quality when the speaker

implies the information which is not suitable with the fact.

Α

: do you take my book on the table?

В

: I don't take your book

In this conversation B not give clear answer. Actually B took his book on the table

but, he

does not give information clear to A.

2.3.2 Flouting Maxim of quantity

Cutting (2002) stated that "the speaker who flouts the maxim

quantity sees to give too little or too much information" (p.37). It means that

the speaker may give information not as it requires.

Example:

Tomi

: where do you buy it bag?

Doni

: in the supermarket, it is very nice and cheep

Doni answered and he giving all the information that his bag very nice

and cheep. Tomi only needs information where the place he buy it bag

but he give more said.

2.3.3 Flouting Maxim of Relation

Cutting (2002) if the speaker flouted the maxim of relation, The

speaker expect that the hearers will be able to imagine what the utterance did

not say, and make connection between their utterance and preceding one. The

speaker flouted the maxim of relation when he/she does not give a response

within the topic which is being discussed. (p. 39). Here the example:

Jo

: can you dinner with me this night?

Jeni

: I am very tired

The answered above not connection with the question. So that make the

conversation not runs well. Jo asked Jeni that he want to invite her to join

diner with him. But she not answer yes or no but give the reason she is very

tired it can conclude that she can't to join with him.

2.3.4 Flouting Maxim of Manner

According to Cutting (2002), the speaker flouted the maxim of

manner, because he/she appears utterance which to be obscure or ambiguous.

(p. 39). So, the speaker flouted the maxim of manner when the speaker

deliberately fails to observe the maxim by not being brief, using obscure

language, not being orderly or using ambiguity.

Example:

Nina

: where are you off too?

Roy

: I was thinking of going out to get some of that funny

white stuff for somebody

Nina

: ok, but don't be long dinner nearly ready

Roy speaks in an ambiguous way saying "that funny white stuff for

somebody" because he is avoiding saying 'ice-cream' and 'Michelle' so

that his little daughter does not become and ask the ice cream before her

meal. Sometimes writers play with heighten words the ambiguity

1.4 Previous studies

This study has analysis by some people. In previous study, as I know that there are three people who analysis about the fluting maxim. The first, Riski Aprilia Sukarno (2015), she was a student of UINSA Surabaya. In Her study the title "Flouting of conversation Maxim Uttered used by characters In Fast Five Movie". In this research, the writer used movie as the object and used Grice's theory to analyze flouting maxim in this movie. The writer analyzed flouting maxim by four characters they are Dom, Brian, Vince, Ant and Tej. The writer also found the reason why the characters used flouting maxim in this movie they are angry, worry, scare, happy, peevish, disappoints, and ambitious.

The second, Mufidah (2014), a student of UINSA Surabaya. Entitled "The Flouting of Maxims By The Characters in The Conversation in "You Touched Me, A Short Story By D.H. Lawrence". In this research, the researcher used short story as the object. In this research, the researcher focuses on the maxims which are flouted by the characters in this short story. The writer only found 3 flouting maxim they are flouting maxim of quantity, flouting maxim, of relevant, flouting maxim of manner. And also, the writer analyzed purpose flouting maxim by the characters such as to explaining more about something, stressing something, give unnecessary additional information, and to avoid talking about something.

The last, Wafirotul Fami (2015) UINSA Surabaya. In this study the title''
Flouting The Maxim used By the Characters in Frozen Movie''. In this study the
researcher used the movie as object study. She analyzed flouting maxim by the
characters in this movie, they are Elsa, Ana, Sven, Mother (as the Queen), (Father
as the King), Duke, Servant, Prince Hans, and Olaf (a creation from snow that
created by Elsa) as the figurant of characters. In this study the researcher found
the four flouted maxim. They are flouting maxim of quality, flouting maxim of
quantity, flouting maxim of relation and flouting maxim of manner. From the
context of situation the researcher analyzes the data in term of field, tenor, and
mode by used Halliday's theory.